

# 2015 Leesburg Retail Analysis



*the hometown of the 21st century*



# **2015 Leesburg Retail Analysis**

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# 2015 Leesburg Retail Analysis

## Contents

This report is a retail analysis for the Town of Leesburg. There are two components to this report: Retail Gap Analysis and Consumer Buying Power for certain key retail and service categories. Data for both components is provided for the following geographies:

1. Leesburg Corporate Limits
2. 10 Minute Drive Time from the intersection of King & Market Streets
3. 20 Minute Drive Time from the intersection of King & Market Streets
4. 30 Minute Drive Time from the intersection of King & Market Streets
5. Western Loudoun Trade Area

Maps showing the three drive time areas and the Western Loudoun Trade Area are included at the end of the report.

## Retail Gap Analysis

A retail gap analysis, also known as an opportunity analysis or a retail leakage analysis, compares household expenditures within a specific geography on specific items with retail sales of those specific items within the same geography (or trade area). Where expenditures exceed sales, we know that households are purchasing those items, but they are making those purchases outside the analysis area. These sales are known as leakage. Where sales exceed expenditures, people who live outside the analysis area are coming into the area to make purchases. These sales are known as retail surplus. The retail gap analysis, therefore, shows two types of opportunities:

1. Opportunities to stop leakage, either by existing retailers adding or expanding merchandise lines or by attracting new retail establishments offering those merchandise lines that are leaking sales out of the analysis area. On the following pages, the leakage numbers are in **red** in the right hand column, “**(Leakage)**/Surplus.”
2. Opportunities to build on existing retail surpluses to create a “destination” for those merchandise lines. Retail destinations generally involve what are known as “shopper’s goods” or “comparison goods” – those items for which a purchaser will check several stores, comparing similar (but not identical) items before making a purchase. On the following pages, the surplus numbers are in **black** in the right hand column, “**(Leakage)**/Surplus.”

## Consumer Buying Power (Consumer Spending)

While the retail gap analysis shows total household expenditures on specific merchandise lines within a geography, the consumer buying power reports show both the aggregate household spending and average household spending within the various geographies in specific categories. It is important to note that the retail gap analysis includes only expenditures on tangible merchandise, whereas the consumer buying power reports include household spending on intangibles such as services or activities. As an adjunct to the retail gap analysis, these reports are particularly useful for forecasting growth in retail sales, based on projected new households.

This report includes five consumer buying power reports. The retail spending reflected in these reports is not exclusive; there is overlap between the reports. The five reports are:

- Food Away From Home
- Household Products and Services
- Miscellaneous Products and Services
- Retail Store Types
- Yellow Page Directory Headings

## Household Growth Projections

Claritas' estimates and projections for number of households in the selected geographies are:

Geography	2015 HH	2020 HH	Change	% Increase
Leesburg Corporate Limits	16,370	17,916	1,546	9.4%
10 Minute Drive Time	21,893	24,030	2,137	9.8%
20 Minute Drive Time	101,999	112,789	10,790	10.6%
30 Minute Drive Time	255,907	276,387	20,480	8.0%
Western Loudoun Trade Area*	32,823	36,440	3,617	11.0%

\*excluding Leesburg

## Sources of Data

The attached retail gap analysis and consumer spending patterns are from Claritas. The demand data is derived from the Consumer Expenditure Survey (CE Survey), which is conducted annually by the U.S. Bureau of Labor Statistics. The data for this report is from the 2012 CE Survey. The supply data is derived from the Economic Census, which is conducted by the U.S. Census Bureau every five years, and from the Annual Retail Trade Survey (ARTS). The report uses data from the 2007 Economic Census and the 2012 ARTS. Claritas uses additional data sources to create both supply and demand estimates and projections.

## Retail Gap Analysis - Merchandise Lines

### Leesburg Corporate Limits

Merchandise Lines	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
Total Retail Sales & Eating, Drinking Places	966,882,087	2,002,366,428	1,035,484,341
Groceries & Other Foods	138,837,516	397,638,193	258,800,677
Meals & Snacks	90,103,027	131,571,088	41,468,061
Alcoholic Drinks	4,817,554	4,729,901	(87,653)
Packaged Liquor/Wine/Beer	22,079,811	9,956,458	(12,123,353)
Cigars, Cigarettes, Tobacco, Accessories	16,802,930	22,279,452	5,476,522
Drugs, Health Aids & Beauty Aids	87,529,484	150,531,812	63,002,328
Soaps, Detergents & Household Cleaners	2,054,410	3,006,980	952,570
Paper & Related Products	7,983,571	24,419,237	16,435,666
Men's Wear	24,910,306	84,190,438	59,280,132
Women's, Juniors' & Misses' Wear	42,249,288	166,789,905	124,540,617
Children's Wear	18,396,267	66,254,586	47,858,319
Footwear	16,419,925	75,177,836	58,757,911
Sewing, Knitting & Needlework Goods	1,254,541	1,463,812	209,271
Curtains, Draperies, Blinds, Slipcovers, Etc.	11,311,368	12,369,216	1,057,848
Major Household Appliances	5,117,798	3,918,253	(1,199,545)
Small Electric Appliances	1,690,568	1,678,277	(12,291)
Televisions, Video Recorders, Video Cameras	8,718,350	16,613,702	7,895,352
Audio Equipment, Musical Instruments	9,060,976	10,904,834	1,843,858
Furniture & Sleep Equipment	20,267,288	23,324,839	3,057,551
Flooring & Floor Coverings	5,560,193	4,672,338	(887,855)
Computer Hardware, Software & Supplies	18,595,023	16,087,438	(2,507,585)
Kitchenware & Home Furnishings	18,653,064	22,165,215	3,512,151
Jewelry	19,752,373	195,706,980	175,954,607
Books	16,466,076	18,597,250	2,131,174
Photographic Equipment & Supplies	2,813,457	4,943,843	2,130,386
Toys, Hobby Goods & Games	16,367,058	25,129,684	8,762,626
Optical Goods	4,500,995	11,106,484	6,605,489
Sporting Goods	9,140,569	8,276,739	(863,830)
RVs, Campers, Camping & Travel Trailers	6,420,239	4,180,897	(2,239,342)
Hardware, Tools, Plumbing, Electrical	5,218,351	5,333,863	115,512
Lawn/Garden/Farm Equipment/Supplies	10,002,221	4,253,170	(5,749,051)
Lumber & Building Materials	3,239,695	3,412,003	172,308
Paint & Sundries	1,626,543	3,188,575	1,562,032
Cars, Trucks, Other Powered Transportation	174,333,351	361,062,480	186,729,129
Automotive Fuels	60,352,487	14,714,890	(45,637,597)
Automotive Lubricants	839,137	1,012,765	173,628
Pets, Pet Foods & Pet Supplies	8,716,954	13,689,551	4,972,597
All Other Merchandise	54,679,323	78,013,443	23,334,120

## Retail Gap Analysis - Retail Stores

### Leesburg Corporate Limits

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Total Retail Sales &amp; Eating, Drinking Places</b>	<b>966,882,087</b>	<b>2,002,366,428</b>	<b>1,035,484,341</b>
<b>Motor Vehicle &amp; Parts Dealers-441</b>	<b>191,843,059</b>	<b>381,347,821</b>	<b>189,504,762</b>
Automotive Dealers-4411	159,474,714	353,421,427	193,946,713
Other Motor Vehicle Dealers-4412	17,830,344	11,901,777	(5,928,567)
Automotive Parts/Accessories, Tire Stores-4413	14,538,001	16,024,617	1,486,616
<b>Furniture &amp; Home Furnishings Stores-442</b>	<b>21,212,422</b>	<b>29,473,815</b>	<b>8,261,393</b>
Furniture Stores-4421	11,603,168	18,049,714	6,446,546
Home Furnishing Stores-4422	9,609,254	11,424,101	1,814,847
<b>Electronics &amp; Appliances Stores-443</b>	<b>18,949,273</b>	<b>29,494,024</b>	<b>10,544,751</b>
Appliance, TV, Electronics Stores-44311	14,668,721	29,028,886	14,360,165
Household Appliances Stores-443111	2,445,980	1,195,111	(1,250,869)
Radio, Television, Electronics Stores-443112	12,222,741	27,833,775	15,611,034
Computer & Software Stores-44312	3,853,286	449,463	(3,403,823)
Camera & Photographic Equipment Stores-44313	427,266	15,675	(411,591)
<b>Building Material, Garden Equipment Stores -444</b>	<b>101,926,209</b>	<b>67,870,987</b>	<b>(34,055,222)</b>
Building Material & Supply Dealers-4441	87,618,823	65,395,805	(22,223,018)
Home Centers-44411	35,944,571	17,997,724	(17,946,847)
Paint & Wallpaper Stores-44412	1,500,387	7,016,832	5,516,445
Hardware Stores-44413	8,681,095	302,036	(8,379,059)
Other Building Materials Dealers-44419	41,492,770	40,079,213	(1,413,557)
Building Materials, Lumberyards-444191	15,528,141	14,989,796	(538,345)
Lawn/Garden Equipment/Supplies Stores-4442	14,307,386	2,475,182	(11,832,204)
Outdoor Power Equipment Stores-44421	4,448,206	0	(4,448,206)
Nursery & Garden Centers-44422	9,859,180	2,475,182	(7,383,998)
<b>Food &amp; Beverage Stores-445</b>	<b>108,435,115</b>	<b>328,565,236</b>	<b>220,130,121</b>
Grocery Stores-4451	69,814,190	316,235,431	246,421,241
Supermarkets, Grocery Stores-44511	65,424,874	308,662,813	243,237,939
Convenience Stores-44512	4,389,316	7,572,618	3,183,302
Specialty Food Stores-4452	8,558,315	1,873,257	(6,685,058)
Beer, Wine & Liquor Stores-4453	30,062,610	10,456,548	(19,606,062)
<b>Health &amp; Personal Care Stores-446</b>	<b>48,126,045</b>	<b>64,849,711</b>	<b>16,723,666</b>
Pharmacies & Drug Stores-44611	38,190,244	52,459,126	14,268,882
Cosmetics, Beauty Supplies, Perfume Stores-44612	3,314,463	4,481,723	1,167,260
Optical Goods Stores-44613	2,382,870	6,232,634	3,849,764
Other Health & Personal Care Stores-44619	4,238,468	1,676,228	(2,562,240)



## Retail Gap Analysis - Retail Stores

### Leesburg Corporate Limits

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Gasoline Stations-447</b>	<b>82,773,206</b>	<b>16,075,349</b>	<b>(66,697,857)</b>
Gasoline Stations with Convenience Stores-44711	59,709,143	8,644,066	(51,065,077)
Other Gasoline Stations-44719	23,064,063	7,431,283	(15,632,780)
<b>Clothing &amp; Clothing Accessories Stores-448</b>	<b>52,344,956</b>	<b>492,341,299</b>	<b>439,996,343</b>
Clothing Stores-4481	26,333,297	202,046,894	175,713,597
Men's Clothing Stores-44811	1,291,155	11,684,274	10,393,119
Women's Clothing Stores-44812	5,856,797	59,407,090	53,550,293
Children's, Infants' Clothing Stores-44813	1,592,565	7,689,622	6,097,057
Family Clothing Stores-44814	14,193,037	115,375,079	101,182,042
Clothing Accessories Stores-44815	1,158,631	4,011,481	2,852,850
Other Clothing Stores-44819	2,241,112	3,879,348	1,638,236
Shoe Stores-4482	3,745,549	37,394,540	33,648,991
Jewelry, Luggage, Leather Goods Stores-4483	22,266,110	252,899,865	230,633,755
Jewelry Stores-44831	20,360,263	213,650,741	193,290,478
Luggage & Leather Goods Stores-44832	1,905,847	39,249,124	37,343,277
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>19,062,985</b>	<b>16,806,282</b>	<b>(2,256,703)</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	16,469,107	11,627,191	(4,841,916)
Sporting Goods Stores-45111	8,606,118	6,746,747	(1,859,371)
Hobby, Toy & Game Stores-45112	4,652,977	3,286,679	(1,366,298)
Sewing, Needlework & Piece Goods Stores-45113	1,287,087	889,289	(397,798)
Musical Instrument & Supplies Stores-45114	1,922,925	704,476	(1,218,449)
Book, Periodical & Music Stores-4512	2,593,878	5,179,091	2,585,213
Book Stores & News Dealers-45121	2,201,163	5,179,091	2,977,928
Book Stores-451211	1,971,666	3,985,783	2,014,117
News Dealers & Newsstands-451212	229,497	1,193,308	963,811
Prerecorded Tape, CD, Record Stores-45122	392,715	0	(392,715)
<b>General Merchandise Stores-452</b>	<b>110,173,398</b>	<b>353,681,771</b>	<b>243,508,373</b>
Department Stores, Excl Leased Departments-4521	49,947,455	144,391,089	94,443,634
Other General Merchandise Stores-4529	60,225,943	209,290,682	149,064,739
Miscellaneous Store Retailers-453	25,027,182	32,373,529	7,346,347
Florists-4531	981,996	499,254	(482,742)
Office Supplies, Stationery, Gift Stores-4532	12,764,691	10,449,135	(2,315,556)
Office Supplies & Stationery Stores-45321	6,234,614	7,299,986	1,065,372
Gift, Novelty & Souvenir Stores-45322	6,530,077	3,149,149	(3,380,928)
Used Merchandise Stores-4533	2,162,951	2,085,264	(77,687)
Other Miscellaneous Store Retailers-4539	9,117,544	19,339,876	10,222,332
Non-Store Retailers-454	82,666,372	40,696,665	(41,969,707)
<b>Foodservice &amp; Drinking Places-722</b>	<b>104,341,865</b>	<b>148,789,939</b>	<b>44,448,074</b>
Full-Service Restaurants-7221	47,616,514	80,177,278	32,560,764
Limited-Service Eating Places-7222	41,301,411	66,454,946	25,153,535
Special Foodservices-7223	11,344,831	2,129,328	(9,215,503)
Drinking Places -Alcoholic Beverages-7224	4,079,109	28,387	(4,050,722)

## Retail Gap Analysis - Retail Stores

### Leesburg Corporate Limits

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>GAFO *</b>	<b>234,507,725</b>	<b>932,246,326</b>	<b>697,738,601</b>
General Merchandise Stores-452	110,173,398	353,681,771	243,508,373
Clothing & Clothing Accessories Stores-448	52,344,956	492,341,299	439,996,343
Furniture & Home Furnishings Stores-442	21,212,422	29,473,815	8,261,393
Electronics & Appliances Stores-443	18,949,273	29,494,024	10,544,751
Sporting Goods, Hobby, Book, Music Stores-451	19,062,985	16,806,282	(2,256,703)
Office Supplies, Stationery, Gift Stores-4532	12,764,691	10,449,135	(2,315,556)

\*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

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## Consumer Spending - Food Away From Home

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>Food Away from Home</b>	<b>78,129,000</b>	<b>88,626,000</b>	<b>2.7%</b>	<b>4,773</b>	<b>4,947</b>
Lunch	19,012,000	21,735,000	2.9%	1,161	1,213
Fast Food	11,233,000	12,694,000	2.6%	686	709
Full Service	7,779,000	9,041,000	3.2%	475	505
Dinner	32,048,000	36,847,000	3.0%	1,958	2,057
Fast Food	9,800,000	11,029,000	2.5%	599	616
Full Service	22,248,000	25,818,000	3.2%	1,359	1,441
Breakfast/Brunch	6,227,000	7,052,000	2.6%	380	394
Fast Food	3,594,000	4,031,000	2.4%	220	225
Full Service	2,633,000	3,021,000	2.9%	161	169
Snacks & Non-Alcoholic Beverage	17,814,000	19,524,000	1.9%	1,088	1,090
Catered Affairs	3,029,000	3,469,000	2.9%	185	194
<b>Alcoholic Beverages Away from Home</b>	<b>4,015,000</b>	<b>4,544,000</b>	<b>2.6%</b>	<b>245</b>	<b>254</b>
Beer & Ale Away from Home	1,547,000	1,748,000	2.6%	94	98
Wine Away from Home	1,194,000	1,356,000	2.7%	73	76
Other Alcoholic Beverages Away from Home	1,275,000	1,440,000	2.6%	78	80

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## Consumer Spending - Household Products and Services

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>HOUSEHOLD SERVICES</b>	<b>18,098,000</b>	<b>21,751,000</b>	<b>4.0%</b>	<b>1,106</b>	<b>1,214</b>
Housekeeping Service	6,902,000	8,192,000	3.7%	422	457
Gardening/Lawn Care Service	6,195,000	7,537,000	4.3%	378	421
Miscellaneous Home Services	755,000	926,000	4.5%	46	52
Termite & Pest Control Services	528,000	626,000	3.7%	32	35
Moving, Storage, Freight Express	3,718,000	4,470,000	4.0%	227	249
<b>HOUSEHOLD FURNISHINGS</b>	<b>13,444,000</b>	<b>16,130,000</b>	<b>4.0%</b>	<b>821</b>	<b>901</b>
HOUSEHOLD TEXTILES	8,395,000	9,955,000	3.7%	513	556
Bathroom Linens	1,514,000	1,769,000	3.4%	92	99
Bedroom Linens	4,629,000	5,402,000	3.3%	283	302
Kitchen & Dining Room Linens	275,000	329,000	3.9%	17	18
Sewing Materials	728,000	876,000	4.1%	44	49
Non-Permanent Floor Coverings	1,075,000	1,373,000	5.5%	66	77
WINDOW & FURNITURE COVERS	2,836,000	3,453,000	4.4%	173	193
Curtains & Drapes	1,455,000	1,735,000	3.8%	89	97
Other Linens	174,000	206,000	3.7%	11	11
Slipcovers, Decorative Pillows	289,000	346,000	3.9%	18	19
Window Coverings	1,092,000	1,372,000	5.1%	67	77
CLOCKS & OTHER HOUSEHOLD DECOR	2,213,000	2,722,000	4.6%	135	152
<b>FURNITURE</b>	<b>17,934,000</b>	<b>21,490,000</b>	<b>4.0%</b>	<b>1,096</b>	<b>1,199</b>
BEDROOM FURNITURE	4,462,000	5,318,000	3.8%	273	297
Mattress & Springs	1,785,000	2,127,000	3.8%	109	119
Other Bedroom Furniture	2,678,000	3,191,000	3.8%	164	178
LIVING/DINING ROOM FURNITURE	8,095,000	9,732,000	4.0%	495	543
Living Room Chairs	1,678,000	2,033,000	4.2%	103	113
Living Room Tables	914,000	1,102,000	4.1%	56	62
Sofas	3,529,000	4,232,000	4.0%	216	236
Kitchen/Dining Room Furniture	1,974,000	2,365,000	4.0%	121	132
OTHER FURNITURE	5,111,000	6,134,000	4.0%	312	342
Infants' Furniture	181,000	215,000	3.8%	11	12
Patio, Porch, Outdoor Furniture	1,259,000	1,516,000	4.1%	77	85
Other Living/Family Room Furniture	1,984,000	2,367,000	3.9%	121	132
Office Furniture Rental (Home Use)	637,000	772,000	4.2%	39	43
Rental of Office Furniture (Home Use)	186,000	200,000	1.5%	11	11
Lamps & Lighting Fixtures	623,000	779,000	5.0%	38	43
Closet & Storage Items	241,000	284,000	3.6%	15	16
Furniture Repair (Including Reupholstering)	266,000	306,000	3.0%	16	17
<b>MAJOR HOUSEHOLD APPLIANCES</b>	<b>4,840,000</b>	<b>6,032,000</b>	<b>4.9%</b>	<b>296</b>	<b>337</b>
Purchase/Installation Window A/C	203,000	252,000	4.8%	12	14
Purchase/Installation Refrigerators/Freezers	1,209,000	1,501,000	4.8%	74	84
Purchase/Installation Clothes Washers	451,000	558,000	4.7%	28	31
Purchase/Installation Clothes Dryers	508,000	626,000	4.6%	31	35
Purchase/Installation Stoves, Ovens	719,000	900,000	5.0%	44	50
Purchase/Installation Microwave Ovens	234,000	293,000	5.0%	14	16
Purchase/Install Dishwashers/Disposals/Hoods	552,000	691,000	5.0%	34	39
Repair of Household Appliances	574,000	721,000	5.1%	35	40
Sewing Machines	106,000	133,000	5.1%	6	7
Electric Floor Cleaning Equipment	284,000	356,000	5.1%	17	20

## Consumer Spending - Household Products and Services

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>SMALL APPLIANCES &amp; HOUSEWARES</b>	<b>14,320,000</b>	<b>17,565,000</b>	<b>4.5%</b>	<b>875</b>	<b>980</b>
Small Electric Kitchen Appliances	928,000	1,155,000	4.9%	57	64
Portable Heating/Cooling Equipment	438,000	540,000	4.7%	27	30
Plastic Dinnerware	439,000	532,000	4.2%	27	30
China & Other Dinnerware	3,073,000	3,815,000	4.8%	188	213
Flatware	1,064,000	1,299,000	4.4%	65	73
Glassware	1,022,000	1,231,000	4.1%	62	69
Serving Pieces	501,000	609,000	4.3%	31	34
Nonelectric Cookware	2,309,000	2,829,000	4.5%	141	158
Smoke Alarms & Detectors	44,000	54,000	4.5%	3	3
Other Household Appliances	4,502,000	5,500,000	4.4%	275	307
<b>MISCELLANEOUS HOUSEHOLD EQUIPMENT</b>	<b>10,356,000</b>	<b>12,874,000</b>	<b>4.9%</b>	<b>633</b>	<b>719</b>
Rental Office Equipment	7,000	8,000	2.9%	-	-
Home Appliance Rental	15,000	17,000	2.7%	1	1
Infants' Equipment	274,000	328,000	3.9%	17	18
Power Tools	1,117,000	1,333,000	3.9%	68	74
Nonpower/Hand Tools	565,000	684,000	4.2%	35	38
Fresh Flowers & Potted Plants	3,329,000	4,188,000	5.2%	203	234
Outdoor Equipment	163,000	204,000	5.0%	10	11
Lawn & Garden Supplies	3,501,000	4,375,000	5.0%	214	244
Rental/Repair Lawn Mowing Equipment	220,000	273,000	4.8%	13	15
Yard Machinery (Power & Nonpower)	1,055,000	1,293,000	4.5%	64	72
Calculators, Other Office Machines (Home Use)	110,000	170,000	10.9%	7	9
<b>HOUSEHOLD REPAIRS</b>	<b>10,615,000</b>	<b>12,414,000</b>	<b>3.4%</b>	<b>648</b>	<b>693</b>
Wall-to-Wall Carpet	2,802,000	3,382,000	4.1%	171	189
Heating/Air Conditioning/Electric Labor/Mat	2,446,000	2,662,000	1.8%	149	149
Electric Supplies, Heating/Cooling Equipment	101,000	130,000	5.7%	6	7
Plumbing Supplies/Equipment	117,000	141,000	4.1%	7	8
Construction Materials	802,000	909,000	2.7%	49	51
Hard Surface Floor Labor/Materials	600,000	646,000	1.5%	37	36
Hard Surface Floor Repair/Replacement Mat	158,000	166,000	1.0%	10	9
Patio, Masonry & Other Stone Materials	26,000	32,000	4.6%	2	2
Landscaping Materials	69,000	89,000	5.8%	4	5
Paint/Wallpaper Supplies & Equipment	537,000	650,000	4.2%	33	36
Painting/Papering Labor/Materials	818,000	997,000	4.4%	50	56
Paneling, Roofing, Siding Materials	471,000	561,000	3.8%	29	31
Roofing/Gutters Labor/Materials	1,402,000	1,717,000	4.5%	86	96
Security System Management Fees	239,000	297,000	4.9%	15	17
Miscellaneous Household Repairs	24,000	30,000	5.0%	1	2
Miscellaneous Household Equipment	3,000	4,000	6.7%	-	-
<b>HOUSING EXPENSES</b>	<b>84,106,000</b>	<b>99,623,000</b>	<b>3.7%</b>	<b>5,138</b>	<b>5,561</b>
<b>FUELS &amp; UTILITIES</b>	<b>41,278,000</b>	<b>49,306,000</b>	<b>3.9%</b>	<b>2,522</b>	<b>2,752</b>
Fuel Oil	728,000	766,000	1.0%	44	43
Gas, Bottled or Tank	810,000	789,000	-0.5%	49	44
Other Home Heating Fuels	91,000	80,000	-2.4%	6	4
Electricity	21,390,000	25,978,000	4.3%	1,307	1,450
Natural Gas	10,343,000	12,660,000	4.5%	632	707
Water & Other Public Services	7,916,000	9,032,000	2.8%	484	504

## Consumer Spending - Household Products and Services

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
TELEPHONE SERVICES	23,932,000	26,979,000	2.5%	1,462	1,506
Telephone Service (Excluding Mobile Phone)	5,595,000	6,777,000	4.2%	342	378
Telephone Service for Mobile Phone	17,910,000	19,744,000	2.0%	1,094	1,102
Phone Cards	427,000	459,000	1.5%	26	26
CABLE & INTERNET SERVICES	18,896,000	23,337,000	4.7%	1,154	1,303
Community Antenna or Cable TV	14,274,000	17,383,000	4.4%	872	970
Internet Services	4,622,000	5,955,000	5.8%	282	332

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## Consumer Spending - Miscellaneous Products and Services

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	<b>24,536,000</b>	<b>29,404,000</b>	<b>4.0%</b>	<b>1,499</b>	<b>1,641</b>
Personal Care Services	12,382,000	14,701,000	3.7%	756	821
Personal Care Products	12,154,000	14,703,000	4.2%	742	821
Hair Care Products	3,627,000	4,385,000	4.2%	222	245
Non-Electric Articles for the Hair	467,000	559,000	3.9%	29	31
Oral Hygiene Products, Articles	1,858,000	2,238,000	4.1%	113	125
Shaving Needs	1,314,000	1,581,000	4.1%	80	88
Cosmetics, Perfume, Bath Prep	259,000	3,194,000	4.7%	158	178
Deodorant, Feminine Hygiene, Miscellaneous	1,994,000	2,376,000	3.8%	122	133
Electric Personal Care Appliances	279,000	340,000	4.4%	17	19
Wigs & Hairpieces	25,000	29,000	3.2%	2	2
<b>HOUSEKEEPING SUPPLIES</b>	<b>7,927,000</b>	<b>9,735,000</b>	<b>4.6%</b>	<b>484</b>	<b>543</b>
Soaps & Detergents	942,000	1,154,000	4.5%	58	64
Other Laundry/Cleaning Products	770,000	942,000	4.5%	47	53
Paper Towels, Napkins, Toilet Tissue	2,819,000	3,448,000	4.5%	172	192
Miscellaneous Household Products	3,396,000	4,191,000	4.7%	207	234
<b>PET EXPENSES</b>	<b>13,329,000</b>	<b>15,815,000</b>	<b>3.7%</b>	<b>814</b>	<b>883</b>
Pet Food	6,449,000	7,805,000	4.2%	394	436
Pet Purchases, Supplies & Medicine	817,000	933,000	2.8%	50	52
Pet Services	267,000	318,000	3.8%	16	18
Vet Services	5,797,000	6,759,000	3.3%	354	377
<b>SMOKING PRODUCTS &amp; SUPPLIES</b>	<b>14,005,000</b>	<b>16,280,000</b>	<b>3.2%</b>	<b>856</b>	<b>909</b>
Cigarettes	12,314,000	14,301,000	3.2%	752	798
Cigars, Pipes, Other Tobacco Products	1,665,000	1,947,000	3.4%	102	109
Smoking Accessories	27,000	32,000	3.7%	2	2
<b>HEALTH CARE</b>	<b>115,318,000</b>	<b>137,279,000</b>	<b>3.8%</b>	<b>7,044</b>	<b>7,662</b>
<b>MEDICAL SERVICES</b>	<b>50,509,000</b>	<b>62,320,000</b>	<b>4.7%</b>	<b>3,085</b>	<b>3,478</b>
Eye Care Services	3,078,000	3,604,000	3.4%	188	201
Dental Services	15,795,000	19,460,000	4.6%	965	1,086
Physicians Services	13,418,000	16,607,000	4.8%	820	927
Services by Professional, not Physician	4,251,000	5,188,000	4.4%	260	290
Lab Tests, X-Rays	2,730,000	3,386,000	4.8%	167	189
Hospital Room & Services	10,525,000	13,136,000	5.0%	643	733
Care in Convalescent or Nursing Home	273,000	392,000	8.7%	17	22
Other Medical Care Service	439,000	547,000	4.9%	27	31
<b>DRUGS</b>	<b>59,524,000</b>	<b>68,687,000</b>	<b>3.1%</b>	<b>3,636</b>	<b>3,834</b>
Nonprescription Drugs	5,653,000	6,839,000	4.2%	345	382
Vitamins & Vitamin Supplements	342,000	4,183,000	4.5%	209	234
Prescription Drugs	50,451,000	57,664,000	2.9%	3,082	3,219
<b>MEDICAL SUPPLIES</b>	<b>5,285,000</b>	<b>6,272,000</b>	<b>3.7%</b>	<b>323</b>	<b>350</b>
Eyeglasses & Contact Lenses	3,752,000	4,474,000	3.8%	229	250
Hearing Aids	454,000	534,000	3.5%	28	30
Topicals & Dressings	822,000	962,000	3.4%	50	54
Purchase, Rent & Repair Medical Equipment	257,000	301,000	3.4%	16	17
<b>ALL DAY CARE</b>	<b>10,314,000</b>	<b>12,141,000</b>	<b>3.5%</b>	<b>630</b>	<b>678</b>
Baby-Sitting, Child Care	2,062,000	2,476,000	4.0%	126	138
Day Care, Nursery School, Preschool	7,738,000	8,957,000	3.2%	473	500
Eldercare	514,000	708,000	7.5%	31	40

## Consumer Spending - Miscellaneous Products and Services

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>EDUCATION</b>	<b>74,934,000</b>	<b>87,477,000</b>	<b>3.3%</b>	<b>4,578</b>	<b>4,883</b>
ROOM, BOARD	6,520,000	7,529,000	3.1%	398	420
Board	6,173,000	7,123,000	3.1%	377	398
Housing While Attending School	347,000	406,000	3.4%	21	23
TUITION, SCHOOL SUPPLIES	68,250,000	79,766,000	3.4%	4,169	4,452
College Tuition	44,549,000	52,388,000	3.5%	2,721	2,924
Elementary/High School Tuition	13,033,000	14,526,000	2.3%	796	811
Other School Tuition	1,843,000	1,960,000	1.3%	113	109
Books, Supplies & Equipment for College	6,471,000	8,296,000	5.6%	395	463
Books, Supplies & Equipment, Non-College	2,354,000	2,597,000	2.1%	144	145
OTHER EDUCATION EXPENSES	164,000	182,000	2.2%	10	10
Test Preparation/Tutoring Services	164,000	182,000	2.2%	10	10
<b>PERSONAL EXPENSES &amp; SERVICES</b>	<b>38,739,000</b>	<b>45,040,000</b>	<b>3.3%</b>	<b>2,366</b>	<b>2,514</b>
Legal Fees	21,953,000	24,908,000	2.7%	1,341	1,390
Funeral Expenses	2,657,000	3,341,000	5.1%	162	186
Cemetery Lots, Vaults, Maintenance Fees	440,000	541,000	4.6%	27	30
Credit Card Memberships	66,000	78,000	3.6%	4	4
Accounting Fees	2,739,000	3,111,000	2.7%	167	174
Postage	1,452,000	1,796,000	4.7%	89	100
Delivery Service	81,000	103,000	5.4%	5	6
Stationery, Gift Wrap, Etc.	9,352,000	11,163,000	3.9%	571	623
<b>CONTRIBUTIONS (ALL)</b>	<b>49,394,000</b>	<b>56,116,000</b>	<b>2.7%</b>	<b>3,017</b>	<b>3,132</b>
Contributions to Charity	6,840,000	7,792,000	2.8%	418	435
Contributions to Religious Organizations	12,743,000	14,365,000	2.5%	778	802
Other Contributions	377,000	428,000	2.7%	23	24
Contributions to Political Organizations	336,000	402,000	3.9%	21	22
Cash Support to College Student	6,596,000	7,667,000	3.2%	403	428
Gifts to Persons Not in Consumer Unit	20,495,000	23,136,000	2.6%	1,252	1,291
Contributions to Education Institutions	2,007,000	2,325,000	3.2%	123	130

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## Consumer Spending - Retail Store Type

### Leesburg Corporate Limits

Store Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
Grocery Stores	111,987,000	127,209,000	2.7%	6,841	7,100
Convenience Stores	5,578,000	6,353,000	2.8%	341	355
Health & Personal Care Stores	50,263,000	58,714,000	3.4%	3,070	3,277
Building Materials/Garden Equipment/Supplies Dlr	18,142,000	21,908,000	4.2%	1,108	1,223
Hardware Stores	2,235,000	2,695,000	4.1%	137	150
Home Centers	8,604,000	10,364,000	4.1%	526	578
Nursery & Garden Centers	261,000	3,178,000	4.4%	159	177
Lawn & Garden Equipment & Supplies Dealers	2,901,000	3,546,000	4.4%	177	198
General Merchandise Stores	119,576,000	143,960,000	4.1%	7,305	8,035
Department Stores (Excluding Leased)	63,321,000	77,100,000	4.4%	3,868	4,303
Warehouse Clubs, Superstores, Other General Merch	57,451,000	68,556,000	3.9%	3,510	3,827
Full Service Restaurants	22,058,000	25,109,000	2.8%	1,347	1,401
Fast Food Restaurants	18,451,000	20,562,000	2.3%	1,127	1,148
Eating Places	63,757,000	72,327,000	2.7%	3,895	4,037
Drinking Places	1,791,000	2,039,000	2.8%	109	114
Furniture Stores	13,209,000	15,883,000	4.0%	807	887
Other Home Furnishing Stores	9,675,000	11,706,000	4.2%	591	653
Household Appliance Stores	2,622,000	3,420,000	6.1%	160	191
Radio/TV/Other Electronics Stores	11,784,000	17,560,000	9.8%	720	980
Computer & Software Stores	5,027,000	7,289,000	9.0%	307	407
Camera/Photographic Supply Stores	1,027,000	1,484,000	8.9%	63	83
Clothing & Clothing Accessory Stores	56,324,000	67,966,000	4.1%	3,441	3,794
Clothing Accessory Stores	919,000	1,123,000	4.4%	56	63
Shoe Stores	7,587,000	8,820,000	3.3%	463	492
Jewelry Stores	14,033,000	17,950,000	5.6%	857	1,002
Office Supplies & Stationary Stores	2,890,000	3,724,000	5.8%	177	208
Gift, Novelty & Souvenir Shops	2,664,000	3,250,000	4.4%	163	181
Hobby, Toy & Game Shops	5,293,000	6,395,000	4.2%	323	357
Sewing/Needlework/Piece Goods Stores	1,408,000	1,635,000	3.2%	86	91
Florists	7,080,000	8,867,000	5.0%	432	495
Book Stores	7,723,000	9,653,000	5.0%	472	539
Sporting Goods Stores	7,992,000	10,166,000	5.4%	488	567
Sporting Goods, Hobby, Book & Music Stores	20,596,000	26,744,000	6.0%	1,258	1,493
Luggage & Leather Goods Stores	1,196,000	1,673,000	8.0%	73	93
Auto Dealers	155,948,000	159,223,000	0.4%	9,526	8,887
Automotive Parts/Accessories/Tire Stores	6,265,000	6,425,000	0.5%	383	359
Gas Stations with Convenience Stores	53,037,000	57,295,000	1.6%	3,240	3,198
Gas Stations without Convenience Stores	15,820,000	16,727,000	1.1%	966	934
Electronic Shopping & Mail Order	33,155,000	42,285,000	5.5%	2,025	2,360
Total Accommodation & Food Services	99,332,000	113,558,000	2.9%	6,068	6,338
GAFO: General Merch, Apparel, Furniture, Other	240,062,000	295,115,000	4.6%	14,665	16,472

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## Consumer Spending - Yellow Page Directory Headings

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>AUTO &amp; TRUCK REPAIR, SERVICE</b>					
Automobile Body Repairing & Painting	2,496,000	2,493,000	0.0%	152	139
Automobile Repairing & Service	34,331,000	33,530,000	-0.5%	2,097	1,872
Automobile Parts - New & Used	4,457,000	4,310,000	-0.7%	272	241
Tire Dealers	10,199,000	9,989,000	-0.4%	623	558
<b>HOME MAINTENANCE - CONTRACTORS, SUPPLIES</b>					
Major HH Appliances - Service & Repair	574,000	721,000	5.1%	35	40
Building Materials	802,000	909,000	2.7%	49	51
Contractors - General	826,000	939,000	2.7%	50	52
Electrical & Heating Contractors	2,547,000	2,792,000	1.9%	156	156
Home Improvements	10,615,000	12,414,000	3.4%	648	693
Landscape Contractors	6,264,000	7,626,000	4.3%	383	426
Lawn Maintenance	6,195,000	7,537,000	4.3%	378	421
Pest Control Service, Exterminators	528,000	626,000	3.7%	32	35
Plumbing Contractors	117,000	141,000	4.1%	7	8
Roofing Contractors	1,872,000	2,279,000	4.3%	114	127
<b>RETAIL HEADINGS</b>					
Major HH Appliances - Dealers	3,089,000	3,838,000	4.8%	189	214
Book Dealers - Retail	10,387,000	12,615,000	4.3%	635	704
Carpet & Rug Dealers	3,877,000	4,754,000	4.5%	237	265
Computers - Dealers	15,873,000	23,283,000	9.3%	970	1,300
Department Stores	173,359,000	215,020,000	4.8%	10,590	12,002
Electronic Equipment & Supplies - Dealers	30,497,000	46,602,000	10.6%	1,863	2,601
Florists - Retail	6,829,000	8,563,000	5.1%	417	478
Furniture (Retail & Non-Specific)	16,619,000	19,920,000	4.0%	1,015	1,112
Grocers - Retail	152,796,000	172,975,000	2.6%	9,334	9,655
Hardware - Retail	2,737,000	3,310,000	4.2%	167	185
Lumber - Retail	802,000	909,000	2.7%	49	51
Pet Shops	7,266,000	8,738,000	4.1%	444	488
Pharmacies & Drugstores	97,490,000	113,720,000	3.3%	5,955	6,347
Rental Service - Stores & Yards	428,000	499,000	3.3%	26	28
Sporting Goods - Retail	7,619,000	11,522,000	10.2%	465	643
<b>SERVICE HEADINGS</b>					
Attorneys, Lawyers	21,953,000	24,908,000	2.7%	1,341	1,390
Beauty Salons & Barber Shops	12,382,000	14,701,000	3.7%	756	821
Child Care/Day Care Centers	9,800,000	11,434,000	3.3%	599	638
Cleaners, Laundries, Dry Cleaning	3,147,000	3,646,000	3.2%	192	204
Dentists	15,795,000	19,460,000	4.6%	965	1,086
Hospitals	105,250,000	13,136,000	5.0%	643	733
Opticians & Optometrists	6,830,000	8,078,000	3.7%	417	451
Physicians & Surgeons	13,418,000	16,607,000	4.8%	820	927
Pet Grooming	267,000	318,000	3.8%	16	18
Nursing Homes	273,000	392,000	8.7%	17	22
<b>TRANSPORTATION</b>					
Automobile Dealers - New & Used	142,751,000	140,855,000	-0.3%	8,720	7,862
Automobile Renting & Leasing	6,601,000	7,136,000	1.6%	403	398
Motorcycles & Motor Scooters - Dealers	1,656,000	2,317,000	8.0%	101	129

## Consumer Spending - Yellow Page Directory Headings

### Leesburg Corporate Limits

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>TRAVEL &amp; ENTERTAINMENT</b>					
Airline Companies	20743000	19,710,000	-1.0%	1,267	1,100
Golf Courses - Public	11,829,000	13,415,000	2.7%	723	749
Motels & Hotels	18,212,000	21,075,000	3.1%	1,113	1,176
Restaurants (Fast Food, Other & Non-Specific)	67,366,000	76,933,000	2.8%	4,115	4,294
Theaters	1,823,000	1,953,000	1.4%	111	109
<b>MISCELLANEOUS HEADINGS</b>					
Moving & Storage	3,718,000	4,470,000	4.0%	227	249
Veterinarians	5,797,000	6,759,000	3.3%	354	377
Schools - Colleges & Universities	57,540,000	68,213,000	3.7%	3,515	3,807
Schools - Secondary & Elementary	23,914,000	26,793,000	2.4%	1,461	1,495
Television- Cable, CATV & Satellite	14,307,000	17,424,000	4.4%	874	973

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## Retail Gap Analysis - Merchandise Lines

### Western Loudoun Trade Area (Excluding Leesburg)

Merchandise Lines	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
Total Retail Sales & Eating, Drinking Places	2,160,794,675	791,897,882	(1,368,896,793)
Groceries & Other Foods	298,970,616	206,622,740	(92,347,876)
Meals & Snacks	193,678,872	89,511,783	(104,167,089)
Alcoholic Drinks	10,973,691	2,537,029	(8,436,662)
Packaged Liquor/Wine/Beer	48,873,915	24,250,701	(24,623,214)
Cigars, Cigarettes, Tobacco, Accessories	32,281,058	27,304,758	(4,976,300)
Drugs, Health Aids & Beauty Aids	200,941,076	71,137,125	(129,803,951)
Soaps, Detergents & Household Cleaners	4,321,889	2,133,666	(2,188,223)
Paper & Related Products	17,592,494	9,154,819	(8,437,675)
Men's Wear	54,386,562	13,260,407	(41,126,155)
Women's, Juniors' & Misses' Wear	91,239,958	23,664,403	(67,575,555)
Children's Wear	37,985,104	7,248,649	(30,736,455)
Footwear	34,081,488	12,025,227	(22,056,261)
Sewing, Knitting & Needlework Goods	2,939,872	1,856,403	(1,083,469)
Curtains, Draperies, Blinds, Slipcovers, Etc.	25,432,181	12,208,721	(13,223,460)
Major Household Appliances	11,993,869	4,132,810	(7,861,059)
Small Electric Appliances	3,783,734	1,361,729	(2,422,005)
Televisions, Video Recorders, Video Cameras	18,587,924	4,662,845	(13,925,079)
Audio Equipment, Musical Instruments	20,599,082	4,930,544	(15,668,538)
Furniture & Sleep Equipment	46,318,773	14,892,631	(31,426,142)
Flooring & Floor Coverings	13,806,855	4,612,470	(9,194,385)
Computer Hardware, Software & Supplies	41,445,386	10,152,516	(31,292,870)
Kitchenware & Home Furnishings	43,506,635	18,410,318	(25,096,317)
Jewelry	46,704,052	15,260,904	(31,443,148)
Books	39,047,438	12,359,503	(26,687,935)
Photographic Equipment & Supplies	6,221,802	1,597,844	(4,623,958)
Toys, Hobby Goods & Games	35,287,715	13,171,643	(22,116,072)
Optical Goods	10,102,830	4,564,244	(5,538,586)
Sporting Goods	20,569,282	5,774,289	(14,794,993)
RVs, Campers, Camping & Travel Trailers	19,603,476	2,097,138	(17,506,338)
Hardware, Tools, Plumbing, Electrical	12,953,396	4,952,439	(8,000,957)
Lawn/Garden/Farm Equipment/Supplies	24,005,485	7,451,046	(16,554,439)
Lumber & Building Materials	8,321,422	3,104,825	(5,216,597)
Paint & Sundries	4,263,406	1,551,013	(2,712,393)
Cars, Trucks, Other Powered Transportation	402,320,185	24,281,324	(378,038,861)
Automotive Fuels	129,596,014	80,592,797	(49,003,217)
Automotive Lubricants	1,912,987	704,598	(1,208,389)
Pets, Pet Foods & Pet Supplies	21,064,924	6,228,242	(14,836,682)
All Other Merchandise	125,079,243	42,133,755	(82,945,488)

## Retail Gap Analysis - Retail Stores

### Western Loudoun Trade Area (Excluding Leesburg)

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Total Retail Sales &amp; Eating, Drinking Places</b>	<b>2,160,794,675</b>	<b>791,897,882</b>	<b>(1,368,896,793)</b>
<b>Motor Vehicle &amp; Parts Dealers-441</b>	<b>446,101,905</b>	<b>32,995,968</b>	<b>(413,105,937)</b>
Automotive Dealers-4411	368,108,872	18,779,729	(349,329,143)
Other Motor Vehicle Dealers-4412	44,757,000	6,191,921	(38,565,079)
Automotive Parts/Accessories, Tire Stores-4413	33,236,033	8,024,318	(25,211,715)
<b>Furniture &amp; Home Furnishings Stores-442</b>	<b>48,441,430</b>	<b>25,824,219</b>	<b>(22,617,211)</b>
Furniture Stores-4421	26,489,674	8,109,400	(18,380,274)
Home Furnishing Stores-4422	21,951,756	17,714,819	(4,236,937)
<b>Electronics &amp; Appliances Stores-443</b>	<b>41,809,285</b>	<b>7,759,187</b>	<b>(34,050,098)</b>
Appliance, TV, Electronics Stores-44311	32,335,106	7,006,442	(25,328,664)
Household Appliances Stores-443111	5,463,633	311,117	(5,152,516)
Radio, Television, Electronics Stores-443112	26,871,473	6,695,325	(20,176,148)
Computer & Software Stores-44312	8,529,385	695,361	(7,834,024)
Camera & Photographic Equipment Stores-44313	944,794	57,384	(887,410)
<b>Building Material, Garden Equipment Stores -444</b>	<b>237,728,364</b>	<b>79,038,048</b>	<b>(158,690,316)</b>
Building Material & Supply Dealers-4441	203,931,452	71,598,436	(132,333,016)
Home Centers-44411	82,909,234	34,044,889	(48,864,345)
Paint & Wallpaper Stores-44412	3,596,259	1,871,157	(1,725,102)
Hardware Stores-44413	19,612,529	243,117	(19,369,412)
Other Building Materials Dealers-44419	97,813,430	35,439,273	(62,374,157)
Building Materials, Lumberyards-444191	35,790,803	13,254,446	(22,536,357)
Lawn/Garden Equipment/Supplies Stores-4442	33,796,912	7,439,612	(26,357,300)
Outdoor Power Equipment Stores-44421	11,318,159	281,581	(11,036,578)
Nursery & Garden Centers-44422	22,478,753	7,158,031	(15,320,722)
<b>Food &amp; Beverage Stores-445</b>	<b>234,978,614</b>	<b>186,237,653</b>	<b>(48,740,961)</b>
Grocery Stores-4451	151,215,980	150,249,454	(966,526)
Supermarkets, Grocery Stores-44511	141,890,630	145,781,618	3,890,988
Convenience Stores-44512	9,325,350	4,467,836	(4,857,514)
Specialty Food Stores-4452	18,433,929	1,697,326	(16,736,603)
Beer, Wine & Liquor Stores-4453	65,328,705	34,290,873	(31,037,832)
<b>Health &amp; Personal Care Stores-446</b>	<b>109,893,152</b>	<b>38,240,337</b>	<b>(71,652,815)</b>
Pharmacies & Drug Stores-44611	87,271,621	31,382,609	(55,889,012)
Cosmetics, Beauty Supplies, Perfume Stores-44612	7,605,447	1,505,857	(6,099,590)
Optical Goods Stores-44613	5,349,023	3,209,425	(2,139,598)
Other Health & Personal Care Stores-44619	9,667,061	2,142,446	(7,524,615)

## Retail Gap Analysis - Retail Stores

### Western Loudoun Trade Area (Excluding Leesburg)

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Gasoline Stations-447</b>	<b>176,621,046</b>	<b>128,437,805</b>	<b>(48,183,241)</b>
Gasoline Stations with Convenience Stores-44711	127,017,549	116,349,103	(10,668,446)
Other Gasoline Stations-44719	49,603,497	12,088,702	(37,514,795)
<b>Clothing &amp; Clothing Accessories Stores-448</b>	<b>116,511,202</b>	<b>40,668,107</b>	<b>(75,843,095)</b>
Clothing Stores-4481	56,514,270	13,291,115	(43,223,155)
Men's Clothing Stores-44811	2,807,625	520,265	(2,287,360)
Women's Clothing Stores-44812	12,641,373	5,356,677	(7,284,696)
Children's, Infants' Clothing Stores-44813	3,290,687	759,204	(2,531,483)
Family Clothing Stores-44814	30,412,806	2,823,704	(27,589,102)
Clothing Accessories Stores-44815	2,506,435	807,944	(1,698,491)
Other Clothing Stores-44819	4,855,344	3,023,321	(1,832,023)
Shoe Stores-4482	7,799,600	2,831,989	(4,967,611)
Jewelry, Luggage, Leather Goods Stores-4483	52,197,332	24,545,003	(27,652,329)
Jewelry Stores-44831	48,036,863	16,282,029	(31,754,834)
Luggage & Leather Goods Stores-44832	4,160,469	8,262,974	4,102,505
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>42,253,715</b>	<b>22,406,930</b>	<b>(19,846,785)</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	36,195,088	19,068,268	(17,126,820)
Sporting Goods Stores-45111	18,728,486	7,972,939	(10,755,547)
Hobby, Toy & Game Stores-45112	10,112,017	7,342,199	(2,769,818)
Sewing, Needlework & Piece Goods Stores-45113	2,982,357	2,080,091	(902,266)
Musical Instrument & Supplies Stores-45114	4,372,228	1,673,039	(2,699,189)
Book, Periodical & Music Stores-4512	6,058,627	3,338,662	(2,719,965)
Book Stores & News Dealers-45121	5,174,657	3,338,662	(1,835,995)
Book Stores-451211	4,660,922	3,338,662	(1,322,260)
News Dealers & Newsstands-451212	513,735	0	(513,735)
Prerecorded Tape, CD, Record Stores-45122	883,970	0	(883,970)
<b>General Merchandise Stores-452</b>	<b>239,992,184</b>	<b>66,358,700</b>	<b>(173,633,484)</b>
Department Stores, Excl Leased Departments-4521	108,306,902	15,024,350	(93,282,552)
Other General Merchandise Stores-4529	131,685,282	51,334,350	(80,350,932)
Miscellaneous Store Retailers-453	56,050,327	18,900,419	(37,149,908)
Florists-4531	2,269,139	2,028,848	(240,291)
Office Supplies, Stationery, Gift Stores-4532	28,645,493	9,985,854	(18,659,639)
Office Supplies & Stationery Stores-45321	14,125,695	5,501,943	(8,623,752)
Gift, Novelty & Souvenir Stores-45322	14,519,798	4,483,911	(10,035,887)
Used Merchandise Stores-4533	4,800,649	4,080,517	(720,132)
Other Miscellaneous Store Retailers-4539	20,335,046	2,805,200	(17,529,846)
Non-Store Retailers-454	185,280,819	43,892,599	(141,388,220)
<b>Foodservice &amp; Drinking Places-722</b>	<b>225,132,632</b>	<b>101,137,910</b>	<b>(123,994,722)</b>
Full-Service Restaurants-7221	102,849,898	41,564,680	(61,285,218)
Limited-Service Eating Places-7222	88,826,023	55,395,503	(33,430,520)
Special Foodservices-7223	24,471,143	4,157,451	(20,313,692)
Drinking Places -Alcoholic Beverages-7224	8,985,568	20,276	(8,965,292)

## Retail Gap Analysis - Retail Stores

### Western Loudoun Trade Area (Excluding Leesburg)

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>GAFO *</b>	<b>517,653,309</b>	<b>173,002,997</b>	<b>(344,650,312)</b>
General Merchandise Stores-452	239,992,184	66,358,700	(173,633,484)
Clothing & Clothing Accessories Stores-448	116,511,202	40,668,107	(75,843,095)
Furniture & Home Furnishings Stores-442	48,441,430	25,824,219	(22,617,211)
Electronics & Appliances Stores-443	41,809,285	7,759,187	(34,050,098)
Sporting Goods, Hobby, Book, Music Stores-451	42,253,715	22,406,930	(19,846,785)
Office Supplies, Stationery, Gift Stores-4532	28,645,493	9,985,854	(18,659,639)

\*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

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## Consumer Spending - Food Away From Home

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>Food Away from Home</b>	<b>168,606,000</b>	<b>192,756,000</b>	<b>2.9%</b>	<b>5,137</b>	<b>5,290</b>
Lunch	40,667,000	46,893,000	3.1%	1,239	1,287
Fast Food	23,037,000	26,331,000	2.9%	702	723
Full Service	17,630,000	20,562,000	3.3%	537	564
Dinner	70,037,000	81,048,000	3.1%	2,134	2,224
Fast Food	19,787,000	22,534,000	2.8%	603	618
Full Service	50,250,000	58,514,000	3.3%	1,531	1,606
Breakfast/Brunch	13,081,000	14,925,000	2.8%	399	410
Fast Food	7,234,000	8,176,000	2.6%	220	224
Full Service	5,847,000	6,749,000	3.1%	178	185
Snacks & Non-Alcoholic Beverage	37,644,000	41,737,000	2.2%	1,147	1,145
Catered Affairs	7,176,000	8,152,000	2.7%	219	224
					0
<b>Alcoholic Beverages Away from Home</b>	<b>9,147,000</b>	<b>10,386,000</b>	<b>2.7%</b>	<b>279</b>	<b>285</b>
Beer & Ale Away from Home	3,475,000	3,946,000	2.7%	106	108
Wine Away from Home	2,782,000	3,161,000	2.7%	85	87
Other Alcoholic Beverages Away from Home	2,890,000	3,279,000	2.7%	88	90

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## Consumer Spending - Household Products and Services

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>HOUSEHOLD SERVICES</b>	<b>41,833,000</b>	<b>50,135,000</b>	<b>4.0%</b>	<b>1,275</b>	<b>1,376</b>
Housekeeping Service	16,643,000	19,586,000	3.5%	422	537
Gardening/Lawn Care Service	14,865,000	18,039,000	4.3%	378	495
Miscellaneous Home Services	1,764,000	2,159,000	4.5%	46	59
Termite & Pest Control Services	1,206,000	1,438,000	3.8%	32	39
Moving, Storage, Freight Express	7,354,000	8,914,000	4.2%	227	245
<b>HOUSEHOLD FURNISHINGS</b>	<b>71,536,000</b>	<b>85,775,000</b>	<b>4.0%</b>	<b>821</b>	<b>2,354</b>
HOUSEHOLD TEXTILES	18,750,000	22,298,000	3.8%	513	612
Bathroom Linens	3,254,000	3,830,000	3.5%	92	105
Bedroom Linens	10,194,000	11,933,000	3.4%	283	327
Kitchen & Dining Room Linens	624,000	746,000	3.9%	17	20
Sewing Materials	1,686,000	2,041,000	4.2%	44	56
Non-Permanent Floor Coverings	2,602,000	3,287,000	5.3%	66	90
WINDOW & FURNITURE COVERS	6,736,000	8,147,000	4.2%	173	224
Curtains & Drapes	3,452,000	4,099,000	3.7%	89	112
Other Linens	389,000	461,000	3.7%	11	13
Slipcovers, Decorative Pillows	669,000	798,000	3.9%	18	22
Window Coverings	2,615,000	3,250,000	4.9%	67	89
CLOCKS & OTHER HOUSEHOLD DECOR	5,119,000	6,289,000	4.6%	135	173
<b>FURNITURE</b>	<b>40,931,000</b>	<b>49,041,000</b>	<b>4.0%</b>	<b>1,096</b>	<b>1,346</b>
BEDROOM FURNITURE	9,841,000	11,765,000	3.9%	273	323
Mattress & Springs	3,962,000	4,734,000	3.9%	109	130
Other Bedroom Furniture	5,878,000	7,031,000	3.9%	164	193
LIVING/DINING ROOM FURNITURE	18,512,000	22,242,000	4.0%	495	610
Living Room Chairs	3,973,000	4,805,000	4.2%	103	132
Living Room Tables	2,104,000	2,530,000	4.0%	56	69
Sofas	7,923,000	9,511,000	4.0%	216	261
Kitchen/Dining Room Furniture	4,511,000	5,396,000	3.9%	121	148
OTHER FURNITURE	11,922,000	14,277,000	4.0%	312	392
Infants' Furniture	389,000	470,000	4.2%	11	13
Patio, Porch, Outdoor Furniture	3,109,000	3,705,000	3.8%	77	102
Other Living/Family Room Furniture	4,645,000	5,522,000	3.8%	121	152
Office Furniture Rental (Home Use)	1,502,000	1,804,000	4.0%	39	50
Rental of Office Furniture (Home Use)	264,000	303,000	3.0%	11	8
Lamps & Lighting Fixtures	1,469,000	1,830,000	4.9%	38	50
Closet & Storage Items	545,000	643,000	3.6%	15	18
Furniture Repair (Including Reupholstering)	657,000	757,000	3.0%	16	21
<b>MAJOR HOUSEHOLD APPLIANCES</b>	<b>11,456,000</b>	<b>14,359,000</b>	<b>5.1%</b>	<b>296</b>	<b>394</b>
Purchase/Installation Window A/C	415,000	524,000	5.3%	12	14
Purchase/Installation Refrigerators/Freezers	2,867,000	3,591,000	5.1%	74	99
Purchase/Installation Clothes Washers	1,005,000	1,251,000	4.9%	28	34
Purchase/Installation Clothes Dryers	1,132,000	1,403,000	4.8%	31	39
Purchase/Installation Stoves, Ovens	1,778,000	2,228,000	5.1%	44	61
Purchase/Installation Microwave Ovens	519,000	654,000	5.2%	14	18
Purchase/Install Dishwashers/Disposals/Hoods	1,395,000	1,750,000	5.1%	34	48
Repair of Household Appliances	1,460,000	1,848,000	5.3%	35	51
Sewing Machines	275,000	341,000	4.8%	6	9
Electric Floor Cleaning Equipment	610,000	770,000	5.2%	17	21

## Consumer Spending - Household Products and Services

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>SMALL APPLIANCES &amp; HOUSEWARES</b>	<b>33,209,000</b>	<b>40,747,000</b>	<b>4.5%</b>	<b>875</b>	<b>1,118</b>
Small Electric Kitchen Appliances	2,085,000	2,603,000	5.0%	57	71
Portable Heating/Cooling Equipment	966,000	1,201,000	4.9%	27	33
Plastic Dinnerware	928,000	1,129,000	4.3%	27	31
China & Other Dinnerware	7,450,000	9,190,000	4.7%	188	252
Flatware	2,426,000	2,965,000	4.4%	65	81
Glassware	2,334,000	2,807,000	4.1%	62	77
Serving Pieces	1,133,000	1,377,000	4.3%	31	38
Nonelectric Cookware	5,210,000	6,380,000	4.5%	141	175
Smoke Alarms & Detectors	102,000	125,000	4.5%	3	3
Other Household Appliances	10,575,000	12,971,000	4.5%	275	356
<b>MISCELLANEOUS HOUSEHOLD EQUIPMENT</b>	<b>24,501,000</b>	<b>30,566,000</b>	<b>5.0%</b>	<b>633</b>	<b>839</b>
Rental Office Equipment	13,000	14,000	1.5%	-	0
Home Appliance Rental	23,000	25,000	1.7%	1	1
Infants' Equipment	611,000	732,000	4.0%	17	20
Power Tools	2,384,000	2,870,000	4.1%	68	79
Nonpower/Hand Tools	1,301,000	1,603,000	4.6%	35	44
Fresh Flowers & Potted Plants	8,048,000	10,177,000	5.3%	203	279
Outdoor Equipment	381,000	468,000	4.6%	10	13
Lawn & Garden Supplies	8,381,000	10,438,000	4.9%	214	286
Rental/Repair Lawn Mowing Equipment	571,000	714,000	5.0%	13	20
Yard Machinery (Power & Nonpower)	2,538,000	3,143,000	4.8%	64	86
Calculators, Other Office Machines (Home Use)	249,000	381,000	10.6%	7	10
<b>HOUSEHOLD REPAIRS</b>	<b>27,340,000</b>	<b>32,279,000</b>	<b>3.6%</b>	<b>648</b>	<b>886</b>
Wall-to-Wall Carpet	6,974,000	8,530,000	4.5%	171	234
Heating/Air Conditioning/Electric Labor/Mat	6,530,000	7,168,000	2.0%	149	197
Electric Supplies, Heating/Cooling Equipment	257,000	331,000	5.8%	6	9
Plumbing Supplies/Equipment	318,000	390,000	4.5%	7	11
Construction Materials	1,889,000	2,150,000	2.8%	49	59
Hard Surface Floor Labor/Materials	1,568,000	1,692,000	1.6%	37	46
Hard Surface Floor Repair/Replacement Mat	363,000	388,000	1.4%	10	11
Patio, Masonry & Other Stone Materials	67,000	81,000	4.2%	2	2
Landscaping Materials	88,000	114,000	5.9%	4	3
Paint/Wallpaper Supplies & Equipment	1,253,000	1,537,000	4.5%	33	42
Painting/Papering Labor/Materials	2,301,000	2,818,000	4.5%	50	77
Paneling, Roofing, Siding Materials	1,135,000	1,375,000	4.2%	29	38
Roofing/Gutters Labor/Materials	3,845,000	4,766,000	4.8%	86	131
Security System Management Fees	680,000	854,000	5.1%	15	23
Miscellaneous Household Repairs	65,000	79,000	4.3%	1	2
Miscellaneous Household Equipment	7,000	8,000	2.9%	-	0
<b>HOUSING EXPENSES</b>	<b>183,714,000</b>	<b>219,345,000</b>	<b>3.9%</b>	<b>5,138</b>	<b>6,019</b>
<b>FUELS &amp; UTILITIES</b>	<b>94,076,000</b>	<b>113,004,000</b>	<b>4.0%</b>	<b>2,522</b>	<b>3,101</b>
Fuel Oil	2,364,000	2,439,000	0.6%	44	67
Gas, Bottled or Tank	2,017,000	1,966,000	-0.5%	49	54
Other Home Heating Fuels	225,000	200,000	-2.2%	6	5
Electricity	47,513,000	58,222,000	4.5%	1,307	1,598
Natural Gas	23,344,000	28,862,000	4.7%	632	792
Water & Other Public Services	18,613,000	21,316,000	2.9%	484	585

## Consumer Spending - Household Products and Services

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
TELEPHONE SERVICES	49,536,000	56,229,000	2.7%	1,462	1,543
Telephone Service (Excluding Mobile Phone)	12,141,000	14,805,000	4.4%	342	406
Telephone Service for Mobile Phone	36,681,000	40,648,000	2.2%	1,094	1,115
Phone Cards	714,000	775,000	1.7%	26	21
CABLE & INTERNET SERVICES	40,102,000	50,113,000	5.0%	1,154	1,375
Community Antenna or Cable TV	29,999,000	36,950,000	4.6%	872	1,014
Internet Services	10,103,000	13,162,000	6.1%	282	361

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## Consumer Spending - Miscellaneous Products and Services

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	<b>54,065,000</b>	<b>64,993,000</b>	<b>4.0%</b>	<b>1,647</b>	<b>1,784</b>
Personal Care Services	28,033,000	33,446,000	3.9%	854	918
Personal Care Products	26,031,000	31,547,000	4.2%	793	866
Hair Care Products	7,778,000	9,400,000	4.2%	237	258
Non-Electric Articles for the Hair	972,000	1,166,000	4.0%	30	32
Oral Hygiene Products, Articles	4,003,000	4,835,000	4.2%	122	133
Shaving Needs	2,861,000	3,460,000	4.2%	87	95
Cosmetics, Perfume, Bath Prep	558,000	6,908,000	4.7%	170	190
Deodorant, Feminine Hygiene, Miscellaneous	4,173,000	4,977,000	3.9%	127	137
Electric Personal Care Appliances	617,000	753,000	4.4%	19	21
Wigs & Hairpieces	40,000	50,000	5.0%	1	1
<b>HOUSEKEEPING SUPPLIES</b>	<b>17,339,000</b>	<b>21,421,000</b>	<b>4.7%</b>	<b>528</b>	<b>588</b>
Soaps & Detergents	1,940,000	2,383,000	4.6%	59	65
Other Laundry/Cleaning Products	1,663,000	2,039,000	4.5%	51	56
Paper Towels, Napkins, Toilet Tissue	6,041,000	7,454,000	4.7%	184	205
Miscellaneous Household Products	7,695,000	9,544,000	4.8%	234	262
<b>PET EXPENSES</b>	<b>31,849,000</b>	<b>37,815,000</b>	<b>3.7%</b>	<b>970</b>	<b>1,038</b>
Pet Food	15,688,000	19,033,000	4.3%	478	522
Pet Purchases, Supplies & Medicine	1,869,000	2,149,000	3.0%	57	59
Pet Services	654,000	771,000	3.6%	20	21
Vet Services	13,638,000	15,861,000	3.3%	416	435
<b>SMOKING PRODUCTS &amp; SUPPLIES</b>	<b>26,906,000</b>	<b>31,836,000</b>	<b>3.7%</b>	<b>820</b>	<b>874</b>
Cigarettes	23,194,000	27,403,000	3.6%	707	752
Cigars, Pipes, Other Tobacco Products	3,657,000	4,369,000	3.9%	111	120
Smoking Accessories	53,000	64,000	4.2%	2	2
<b>HEALTH CARE</b>	<b>265,191,000</b>	<b>316,742,000</b>	<b>3.9%</b>	<b>8,079</b>	<b>8,692</b>
<b>MEDICAL SERVICES</b>	<b>114,687,000</b>	<b>141,661,000</b>	<b>4.7%</b>	<b>3,494</b>	<b>3,888</b>
Eye Care Services	7,144,000	8,332,000	3.3%	218	229
Dental Services	37,173,000	45,471,000	4.5%	1,133	1,248
Physicians Services	29,829,000	36,951,000	4.8%	909	1,014
Services by Professional, not Physician	9,716,000	11,811,000	4.3%	296	324
Lab Tests, X-Rays	6,057,000	7,513,000	4.8%	185	206
Hospital Room & Services	22,951,000	29,173,000	5.4%	699	801
Care in Convalescent or Nursing Home	843,000	1,182,000	8.0%	26	32
Other Medical Care Service	973,000	1,227,000	5.2%	30	34
<b>DRUGS</b>	<b>138,243,000</b>	<b>160,508,000</b>	<b>3.2%</b>	<b>4,212</b>	<b>4,405</b>
Nonprescription Drugs	12,963,000	15,730,000	4.3%	395	432
Vitamins & Vitamin Supplements	806,000	9,880,000	4.5%	246	271
Prescription Drugs	117,216,000	134,899,000	3.0%	3,571	3,702
<b>MEDICAL SUPPLIES</b>	<b>12,261,000</b>	<b>14,572,000</b>	<b>3.8%</b>	<b>374</b>	<b>400</b>
Eyeglasses & Contact Lenses	8,420,000	10,079,000	3.9%	257	277
Hearing Aids	1,304,000	1,515,000	3.2%	40	42
Topicals & Dressings	1,906,000	2,234,000	3.4%	58	61
Purchase, Rent & Repair Medical Equipment	631,000	746,000	3.6%	19	20
<b>ALL DAY CARE</b>	<b>23,282,000</b>	<b>27,303,000</b>	<b>3.5%</b>	<b>709</b>	<b>749</b>
Baby-Sitting, Child Care	4,685,000	5,582,000	3.8%	143	153
Day Care, Nursery School, Preschool	16,899,000	19,429,000	3.0%	515	533
Eldercare	1,698,000	2,292,000	7.0%	52	63

## Consumer Spending - Miscellaneous Products and Services

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>EDUCATION</b>	<b>181,991,000</b>	<b>210,322,000</b>	<b>3.1%</b>	<b>5,545</b>	<b>5,772</b>
ROOM, BOARD	16,207,000	18,248,000	2.5%	494	501
Board	15,318,000	17,235,000	2.5%	467	473
Housing While Attending School	888,000	1,013,000	2.8%	27	28
TUITION, SCHOOL SUPPLIES	165,413,000	191,663,000	3.2%	5,040	5,260
College Tuition	107,986,000	126,697,000	3.5%	3,290	3,477
Elementary/High School Tuition	32,637,000	35,191,000	1.6%	994	966
Other School Tuition	4,243,000	4,475,000	1.1%	129	123
Books, Supplies & Equipment for College	15,176,000	19,552,000	5.8%	462	537
Books, Supplies & Equipment, Non-College	5,371,000	5,747,000	1.4%	164	158
OTHER EDUCATION EXPENSES	372,000	411,000	2.1%	11	11
Test Preparation/Tutoring Services	372,000	411,000	2.1%	11	11
<b>PERSONAL EXPENSES &amp; SERVICES</b>	<b>89,894,000</b>	<b>104,428,000</b>	<b>3.2%</b>	<b>2,739</b>	<b>2,866</b>
Legal Fees	50,495,000	57,055,000	2.6%	1,538	1,566
Funeral Expenses	6,599,000	8,250,000	5.0%	201	226
Cemetery Lots, Vaults, Maintenance Fees	1,071,000	1,321,000	4.7%	33	36
Credit Card Memberships	156,000	182,000	3.3%	5	5
Accounting Fees	6,455,000	7,299,000	2.6%	197	200
Postage	3,368,000	4,171,000	4.8%	103	114
Delivery Service	189,000	242,000	5.6%	6	7
Stationery, Gift Wrap, Etc.	21,560,000	25,908,000	4.0%	657	711
<b>CONTRIBUTIONS (ALL)</b>	<b>123,729,000</b>	<b>139,057,000</b>	<b>2.5%</b>	<b>3,770</b>	<b>3,816</b>
Contributions to Charity	18,085,000	20,131,000	2.3%	551	552
Contributions to Religious Organizations	305,240,000	34,310,000	2.5%	930	942
Other Contributions	930,000	1,049,000	2.6%	28	29
Contributions to Political Organizations	880,000	1,026,000	3.3%	27	28
Cash Support to College Student	16,359,000	18,813,000	3.0%	498	516
Gifts to Persons Not in Consumer Unit	51,696,000	57,744,000	2.3%	1,575	1,585
Contributions to Education Institutions	5,254,000	5,986,000	2.8%	160	164

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## Consumer Spending - Retail Store Type

### Western Loudoun Trade Area (Excluding Leesburg)

Store Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
Grocery Stores	111,987,000	127,209,000	2.7%	7,400	7,634
Convenience Stores	5,578,000	6,353,000	2.8%	360	373
Health & Personal Care Stores	50,263,000	58,714,000	3.4%	3,497	3,695
Building Materials/Garden Equipment/Supplies Dlr	18,142,000	21,908,000	4.2%	1,347	1,472
Hardware Stores	2,235,000	2,695,000	4.1%	162	177
Home Centers	8,604,000	10,364,000	4.1%	633	689
Nursery & Garden Centers	261,000	3,178,000	4.4%	189	208
Lawn & Garden Equipment & Supplies Dealers	2,901,000	3,546,000	4.4%	211	233
General Merchandise Stores	119,576,000	143,960,000	4.1%	8,051	8,773
Department Stores (Excluding Leased)	63,321,000	77,100,000	4.4%	4,270	4,702
Warehouse Clubs, Superstores, Other General Merch	57,451,000	68,556,000	3.9%	3,863	4,176
Full Service Restaurants	22,058,000	25,109,000	2.8%	1,490	1,537
Fast Food Restaurants	18,451,000	20,562,000	2.3%	1,163	1,180
Eating Places	63,757,000	72,327,000	2.7%	4,188	4,314
Drinking Places	1,791,000	2,039,000	2.8%	122	126
Furniture Stores	13,209,000	15,883,000	4.0%	916	992
Other Home Furnishing Stores	9,675,000	11,706,000	4.2%	691	754
Household Appliance Stores	2,622,000	3,420,000	6.1%	184	217
Radio/TV/Other Electronics Stores	11,784,000	17,560,000	9.8%	792	1,069
Computer & Software Stores	5,027,000	7,289,000	9.0%	340	446
Camera/Photographic Supply Stores	1,027,000	1,484,000	8.9%	69	90
Clothing & Clothing Accessory Stores	56,324,000	67,966,000	4.1%	3,751	4,094
Clothing Accessory Stores	919,000	1,123,000	4.4%	62	69
Shoe Stores	7,587,000	8,820,000	3.3%	482	508
Jewelry Stores	14,033,000	17,950,000	5.6%	1,015	1,161
Office Supplies & Stationary Stores	2,890,000	3,724,000	5.8%	201	233
Gift, Novelty & Souvenir Shops	2,664,000	3,250,000	4.4%	184	202
Hobby, Toy & Game Shops	5,293,000	6,395,000	4.2%	355	387
Sewing/Needlework/Piece Goods Stores	1,408,000	1,635,000	3.2%	99	103
Florists	7,080,000	8,867,000	5.0%	518	585
Book Stores	7,723,000	9,653,000	5.0%	555	625
Sporting Goods Stores	7,992,000	10,166,000	5.4%	544	622
Sporting Goods, Hobby, Book & Music Stores	20,596,000	26,744,000	6.0%	1,422	1,666
Luggage & Leather Goods Stores	1,196,000	1,673,000	8.0%	84	106
Auto Dealers	155,948,000	159,223,000	0.4%	11,080	10,332
Automotive Parts/Accessories/Tire Stores	6,265,000	6,425,000	0.5%	439	409
Gas Stations with Convenience Stores	53,037,000	57,295,000	1.6%	3,441	3,376
Gas Stations without Convenience Stores	15,820,000	16,727,000	1.1%	1,040	998
Electronic Shopping & Mail Order	33,155,000	42,285,000	5.5%	2,288	2,634
Total Accommodation & Food Services	99,332,000	113,558,000	2.9%	6,692	6,920
GAFO: General Merch, Apparel, Furniture, Other	240,062,000	295,115,000	4.6%	16,228	18,040

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## Consumer Spending - Yellow Page Directory Headings

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>AUTO &amp; TRUCK REPAIR, SERVICE</b>					
Automobile Body Repairing & Painting	5,785,000	5,795,000	0.0%	176	159
Automobile Repairing & Service	76,766,000	75,473,000	-0.3%	2,339	2,071
Automobile Parts - New & Used	10,389,000	10,205,000	-0.4%	317	280
Tire Dealers	22,890,000	22,561,000	-0.3%	697	619
<b>HOME MAINTENANCE - CONTRACTORS, SUPPLIES</b>					
Major HH Appliances - Service & Repair	1460000	1,848,000	5.3%	44	51
Building Materials	1,889,000	2,150,000	2.8%	58	59
Contractors - General	1,954,000	2,228,000	2.8%	60	61
Electrical & Heating Contractors	6,787,000	7,500,000	2.1%	207	206
Home Improvements	27,340,000	32,279,000	3.6%	833	886
Landscape Contractors	14,953,000	18,153,000	4.3%	456	498
Lawn Maintenance	14,865,000	18,039,000	4.3%	453	495
Pest Control Service, Exterminators	1,206,000	1,438,000	3.8%	37	39
Plumbing Contractors	318,000	390,000	4.5%	10	11
Roofing Contractors	4,980,000	6,140,000	4.7%	152	168
<b>RETAIL HEADINGS</b>					
Major HH Appliances - Dealers	7,198,000	8,996,000	5.0%	219	247
Book Dealers - Retail	26,569,000	32,191,000	4.2%	809	883
Carpet & Rug Dealers	9,576,000	11,818,000	4.7%	292	324
Computers - Dealers	35,398,000	52,068,000	9.4%	1,078	1,429
Department Stores	382,120,000	475,368,000	4.9%	11,642	13,045
Electronic Equipment & Supplies - Dealers	67,166,000	103,154,000	10.7%	2,046	2,831
Florists - Retail	16,431,000	20,615,000	5.1%	501	566
Furniture (Retail & Non-Specific)	37,995,000	45,508,000	4.0%	1,158	1,249
Grocers - Retail	326,283,000	372,336,000	2.8%	9,941	10,218
Hardware - Retail	6,223,000	7,617,000	4.5%	190	209
Lumber - Retail	1,889,000	2,150,000	2.8%	58	59
Pet Shops	17,557,000	21,183,000	4.1%	535	581
Pharmacies & Drugstores	218,244,000	256,322,000	3.5%	6,649	7,034
Rental Service - Stores & Yards	871,000	1,056,000	4.2%	27	29
Sporting Goods - Retail	17,144,000	25,846,000	10.2%	522	709
<b>SERVICE HEADINGS</b>					
Attorneys, Lawyers	50,495,000	57,055,000	2.6%	1,538	1,566
Beauty Salons & Barber Shops	28,033,000	33,446,000	3.9%	854	918
Child Care/Day Care Centers	21,584,000	25,010,000	3.2%	658	686
Cleaners, Laundries, Dry Cleaning	6,180,000	7,144,000	3.1%	188	196
Dentists	37,173,000	45,471,000	4.5%	1,133	1,248
Hospitals	22951000	29,173,000	5.4%	699	801
Opticians & Optometrists	15,565,000	18,410,000	3.7%	474	505
Physicians & Surgeons	29,829,000	36,951,000	4.8%	909	1,014
Pet Grooming	654,000	771,000	3.6%	20	21
Nursing Homes	843,000	1,182,000	8.0%	26	32
<b>TRANSPORTATION</b>					
Automobile Dealers - New & Used	328,999,000	327,619,000	-0.1%	10,023	8,991
Automobile Renting & Leasing	15,205,000	16,373,000	1.5%	463	449
Motorcycles & Motor Scooters - Dealers	4,219,000	5,864,000	7.8%	129	161



## Consumer Spending - Yellow Page Directory Headings

### Western Loudoun Trade Area (Excluding Leesburg)

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>TRAVEL &amp; ENTERTAINMENT</b>					
Airline Companies	49314000	46,458,000	-1.2%	1,502	1,275
Golf Courses - Public	27,322,000	30,689,000	2.5%	832	842
Motels & Hotels	43,503,000	49,892,000	2.9%	1,325	1,369
Restaurants (Fast Food, Other & Non-Specific)	148,874,000	170,721,000	2.9%	4,536	4,685
Theaters	4,064,000	4,357,000	1.4%	124	120
<b>MISCELLANEOUS HEADINGS</b>					
Moving & Storage	7,354,000	8,914,000	4.2%	224	245
Veterinarians	13,638,000	15,861,000	3.3%	416	435
Schools - Colleges & Universities	139,369,000	164,497,000	3.6%	4,246	4,514
Schools - Secondary & Elementary	58,829,000	64,073,000	1.8%	1,792	1,758
Television- Cable, CATV & Satellite	30,079,000	37,051,000	4.6%	916	1,017

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## Retail Gap Analysis - Merchandise Lines

### 10 Minute Drive Time from Downtown Leesburg

Merchandise Lines	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
Total Retail Sales & Eating, Drinking Places	1,354,112,513	2,219,393,150	865,280,637
Groceries & Other Foods	192,253,709	438,707,184	246,453,475
Meals & Snacks	124,663,582	171,833,369	47,169,787
Alcoholic Drinks	6,796,804	5,367,698	(1,429,106)
Packaged Liquor/Wine/Beer	30,738,241	15,227,120	(15,511,121)
Cigars, Cigarettes, Tobacco, Accessories	21,984,670	26,181,706	4,197,036
Drugs, Health Aids & Beauty Aids	122,407,324	181,011,713	58,604,389
Soaps, Detergents & Household Cleaners	2,817,622	3,848,852	1,031,230
Paper & Related Products	11,135,943	27,332,781	16,196,838
Men's Wear	35,004,887	87,930,298	52,925,411
Women's, Juniors' & Misses' Wear	59,206,681	173,130,218	113,923,537
Children's Wear	25,483,694	69,619,195	44,135,501
Footwear	22,720,188	78,683,042	55,962,854
Sewing, Knitting & Needlework Goods	1,789,494	2,635,240	845,746
Curtains, Draperies, Blinds, Slipcovers, Etc.	15,995,954	16,236,257	240,303
Major Household Appliances	7,283,748	5,777,936	(1,505,812)
Small Electric Appliances	2,371,032	2,221,722	(149,310)
Televisions, Video Recorders, Video Cameras	12,075,477	17,217,258	5,141,781
Audio Equipment, Musical Instruments	12,933,946	12,818,727	(115,219)
Furniture & Sleep Equipment	28,848,068	30,452,508	1,604,440
Flooring & Floor Coverings	8,112,762	6,694,252	(1,418,510)
Computer Hardware, Software & Supplies	26,099,703	19,919,566	(6,180,137)
Kitchenware & Home Furnishings	26,652,928	28,490,024	1,837,096
Jewelry	28,540,943	195,604,809	167,063,866
Books	23,662,363	22,127,472	(1,534,891)
Photographic Equipment & Supplies	3,937,990	5,780,369	1,842,379
Toys, Hobby Goods & Games	22,798,694	32,929,793	10,131,099
Optical Goods	6,368,801	12,838,038	6,469,237
Sporting Goods	12,959,023	9,335,709	(3,623,314)
RVs, Campers, Camping & Travel Trailers	9,764,717	4,182,490	(5,582,227)
Hardware, Tools, Plumbing, Electrical	7,552,372	7,658,775	106,403
Lawn/Garden/Farm Equipment/Supplies	14,360,086	6,298,612	(8,061,474)
Lumber & Building Materials	4,747,446	4,879,167	131,721
Paint & Sundries	2,409,183	3,579,148	1,169,965
Cars, Trucks, Other Powered Transportation	246,174,041	362,878,632	116,704,591
Automotive Fuels	82,925,017	21,870,037	(61,054,980)
Automotive Lubricants	1,148,725	1,144,602	(4,123)
Pets, Pet Foods & Pet Supplies	12,198,516	15,421,777	3,223,261
All Other Merchandise	77,188,140	91,527,051	14,338,911

## Retail Gap Analysis - Retail Stores

### 10 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Total Retail Sales &amp; Eating, Drinking Places</b>	<b>1,354,112,513</b>	<b>2,219,393,150</b>	<b>865,280,637</b>
<b>Motor Vehicle &amp; Parts Dealers-441</b>	<b>271,447,601</b>	<b>383,212,852</b>	<b>111,765,251</b>
Automotive Dealers-4411	225,205,175	354,936,287	129,731,112
Other Motor Vehicle Dealers-4412	25,727,229	11,900,297	(13,826,932)
Automotive Parts/Accessories, Tire Stores-4413	20,515,196	16,376,268	(4,138,928)
<b>Furniture &amp; Home Furnishings Stores-442</b>	<b>30,142,147</b>	<b>37,273,794</b>	<b>7,131,647</b>
Furniture Stores-4421	16,504,488	22,252,083	5,747,595
Home Furnishing Stores-4422	13,637,659	15,021,711	1,384,052
<b>Electronics &amp; Appliances Stores-443</b>	<b>26,563,785</b>	<b>28,676,628</b>	<b>2,112,843</b>
Appliance, TV, Electronics Stores-44311	20,564,146	27,892,706	7,328,560
Household Appliances Stores-443111	3,437,858	1,501,543	(1,936,315)
Radio, Television, Electronics Stores-443112	17,126,287	26,391,163	9,264,876
Computer & Software Stores-44312	5,401,582	710,863	(4,690,719)
Camera & Photographic Equipment Stores-44313	598,057	73,059	(524,998)
<b>Building Material, Garden Equipment Stores -444</b>	<b>144,960,347</b>	<b>98,912,167</b>	<b>(46,048,180)</b>
Building Material & Supply Dealers-4441	124,636,698	96,531,241	(28,105,457)
Home Centers-44411	50,980,728	32,273,871	(18,706,857)
Paint & Wallpaper Stores-44412	2,156,154	7,016,832	4,860,678
Hardware Stores-44413	12,228,068	302,036	(11,926,032)
Other Building Materials Dealers-44419	59,271,747	56,938,501	(2,333,246)
Building Materials, Lumberyards-444191	21,985,880	21,295,243	(690,637)
Lawn/Garden Equipment/Supplies Stores-4442	20,323,649	2,380,927	(17,942,722)
Outdoor Power Equipment Stores-44421	6,451,837	0	(6,451,837)
Nursery & Garden Centers-44422	13,871,812	2,380,927	(11,490,885)
<b>Food &amp; Beverage Stores-445</b>	<b>150,113,928</b>	<b>351,791,567</b>	<b>201,677,639</b>
Grocery Stores-4451	96,703,092	331,463,935	234,760,843
Supermarkets, Grocery Stores-44511	90,675,639	323,597,136	232,921,497
Convenience Stores-44512	6,027,453	7,866,799	1,839,346
Specialty Food Stores-4452	11,851,520	2,083,427	(9,768,093)
Beer, Wine & Liquor Stores-4453	41,559,315	18,244,205	(23,315,110)
<b>Health &amp; Personal Care Stores-446</b>	<b>67,310,711</b>	<b>85,536,918</b>	<b>18,226,207</b>
Pharmacies & Drug Stores-44611	53,380,862	71,441,079	18,060,217
Cosmetics, Beauty Supplies, Perfume Stores-44612	4,635,407	4,583,912	(51,495)
Optical Goods Stores-44613	3,371,617	7,212,480	3,840,863
Other Health & Personal Care Stores-44619	5,922,824	2,299,448	(3,623,376)

## Retail Gap Analysis - Retail Stores

### 10 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Gasoline Stations-447</b>	<b>113,530,071</b>	<b>25,895,745</b>	<b>(87,634,326)</b>
Gasoline Stations with Convenience Stores-44711	81,811,055	15,696,854	(66,114,201)
Other Gasoline Stations-44719	31,719,016	10,198,891	(21,520,125)
<b>Clothing &amp; Clothing Accessories Stores-448</b>	<b>74,062,308</b>	<b>491,988,889</b>	<b>417,926,581</b>
Clothing Stores-4481	36,827,341	200,435,945	163,608,604
Men's Clothing Stores-44811	1,812,229	11,490,127	9,677,898
Women's Clothing Stores-44812	8,203,534	59,461,190	51,257,656
Children's, Infants' Clothing Stores-44813	2,206,396	7,419,247	5,212,851
Family Clothing Stores-44814	19,841,697	113,829,789	93,988,092
Clothing Accessories Stores-44815	1,624,298	3,978,254	2,353,956
Other Clothing Stores-44819	3,139,187	4,257,337	1,118,150
Shoe Stores-4482	5,187,912	38,903,674	33,715,762
Jewelry, Luggage, Leather Goods Stores-4483	32,047,055	252,649,269	220,602,214
Jewelry Stores-44831	29,377,002	213,400,145	184,023,143
Luggage & Leather Goods Stores-44832	2,670,053	39,249,124	36,579,071
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>26,857,588</b>	<b>26,768,695</b>	<b>(88,893)</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	23,148,305	20,793,275	(2,355,030)
Sporting Goods Stores-45111	12,076,936	7,061,852	(5,015,084)
Hobby, Toy & Game Stores-45112	6,496,596	9,396,919	2,900,323
Sewing, Needlework & Piece Goods Stores-45113	1,830,524	2,205,400	374,876
Musical Instrument & Supplies Stores-45114	2,744,249	2,129,104	(615,145)
Book, Periodical & Music Stores-4512	3,709,283	5,975,419	2,266,136
Book Stores & News Dealers-45121	3,152,518	5,975,419	2,822,901
Book Stores-451211	2,830,592	4,782,111	1,951,519
News Dealers & Newsstands-451212	321,926	1,193,308	871,382
Prerecorded Tape, CD, Record Stores-45122	556,765	0	(556,765)
<b>General Merchandise Stores-452</b>	<b>153,625,374</b>	<b>404,485,537</b>	<b>250,860,163</b>
Department Stores, Excl Leased Departments-4521	69,780,697	159,193,722	89,413,025
Other General Merchandise Stores-4529	83,844,677	245,291,815	161,447,138
Miscellaneous Store Retailers-453	34,991,613	39,234,262	4,242,649
Florists-4531	1,393,171	536,972	(856,199)
Office Supplies, Stationery, Gift Stores-4532	17,964,629	16,660,827	(1,303,802)
Office Supplies & Stationery Stores-45321	8,792,199	12,801,929	4,009,730
Gift, Novelty & Souvenir Stores-45322	9,172,430	3,858,898	(5,313,532)
Used Merchandise Stores-4533	3,051,037	2,301,189	(749,848)
Other Miscellaneous Store Retailers-4539	12,582,776	19,735,275	7,152,499
Non-Store Retailers-454	115,987,061	51,138,311	(64,848,750)
<b>Foodservice &amp; Drinking Places-722</b>	<b>144,519,981</b>	<b>194,477,786</b>	<b>49,957,805</b>
Full-Service Restaurants-7221	65,979,079	89,905,232	23,926,153
Limited-Service Eating Places-7222	57,149,571	101,126,927	43,977,356
Special Foodservices-7223	15,713,743	3,415,034	(12,298,709)
Drinking Places -Alcoholic Beverages-7224	5,677,588	30,593	(5,646,995)

## Retail Gap Analysis - Retail Stores

### 10 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>GAFO *</b>	<b>329,215,830</b>	<b>1,005,854,369</b>	<b>676,638,539</b>
General Merchandise Stores-452	153,625,374	404,485,537	250,860,163
Clothing & Clothing Accessories Stores-448	74,062,308	491,988,889	417,926,581
Furniture & Home Furnishings Stores-442	30,142,147	37,273,794	7,131,647
Electronics & Appliances Stores-443	26,563,785	28,676,628	2,112,843
Sporting Goods, Hobby, Book, Music Stores-451	26,857,588	26,768,695	(88,893)
Office Supplies, Stationery, Gift Stores-4532	17,964,629	16,660,827	(1,303,802)

\*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

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## Consumer Spending - Food Away From Home

### 10 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>Food Away from Home</b>	<b>108,295,000</b>	<b>122,921,000</b>	<b>2.7%</b>	<b>4,947</b>	<b>5,115</b>
Lunch	26,231,000	30,007,000	2.9%	1,198	1,249
Fast Food	15,307,000	17,319,000	2.6%	699	721
Full Service	10,924,000	12,688,000	3.2%	499	528
Dinner	44,593,000	51,286,000	3.0%	2,037	2,134
Fast Food	13,317,000	15,009,000	2.5%	608	625
Full Service	31,276,000	36,277,000	3.2%	1,429	1,510
Breakfast/Brunch	8,518,000	9,654,000	2.7%	389	402
Fast Food	4,862,000	5,454,000	2.4%	222	227
Full Service	3,656,000	4,200,000	3.0%	167	175
Snacks & Non-Alcoholic Beverage	24,564,000	26,974,000	2.0%	1,122	1,123
Catered Affairs	4,389,000	4,999,000	2.8%	200	208
<b>Alcoholic Beverages Away from Home</b>	<b>5,665,000</b>	<b>6,406,000</b>	<b>2.6%</b>	<b>259</b>	<b>267</b>
Beer & Ale Away from Home	2,160,000	2,441,000	2.6%	99	102
Wine Away from Home	1,712,000	1,940,000	2.7%	78	81
Other Alcoholic Beverages Away from Home	1,793,000	2,025,000	2.6%	82	84

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## Consumer Spending - Household Products and Services

### 10 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>HOUSEHOLD SERVICES</b>	<b>26,070,000</b>	<b>31,223,000</b>	<b>4.0%</b>	<b>1,191</b>	<b>1,299</b>
Housekeeping Service	10,100,000	11,922,000	3.6%	461	496
Gardening/Lawn Care Service	9,031,000	10,953,000	4.3%	413	456
Miscellaneous Home Services	1,095,000	1,338,000	4.4%	50	56
Termite & Pest Control Services	749,000	888,000	3.7%	34	37
Moving, Storage, Freight Express	5,096,000	6,123,000	4.0%	233	255
<b>HOUSEHOLD FURNISHINGS</b>	<b>19,089,000</b>	<b>22,859,000</b>	<b>3.9%</b>	<b>872</b>	<b>952</b>
HOUSEHOLD TEXTILES	11,798,000	13,977,000	3.7%	539	582
Bathroom Linens	2,092,000	2,447,000	3.4%	96	102
Bedroom Linens	6,466,000	7,538,000	3.3%	295	314
Kitchen & Dining Room Linens	391,000	467,000	3.9%	18	19
Sewing Materials	1,033,000	1,244,000	4.1%	47	52
Non-Permanent Floor Coverings	1,570,000	1,993,000	5.4%	72	83
WINDOW & FURNITURE COVERS	4,138,000	5,012,000	4.2%	189	209
Curtains & Drapes	2,103,000	2,498,000	3.8%	96	104
Other Linens	245,000	289,000	3.6%	11	12
Slipcovers, Decorative Pillows	414,000	494,000	3.9%	19	21
Window Coverings	1,622,000	2,020,000	4.9%	74	84
CLOCKS & OTHER HOUSEHOLD DECOR	3,153,000	3,870,000	4.5%	144	161
<b>FURNITURE</b>	<b>25,504,000</b>	<b>30,497,000</b>	<b>3.9%</b>	<b>1,165</b>	<b>1,269</b>
BEDROOM FURNITURE	6,260,000	7,454,000	3.8%	286	310
Mattress & Springs	2,506,000	2,983,000	3.8%	114	124
Other Bedroom Furniture	3,754,000	4,470,000	3.8%	171	186
LIVING/DINING ROOM FURNITURE	11,521,000	13,820,000	4.0%	526	575
Living Room Chairs	2,417,000	2,922,000	4.2%	110	122
Living Room Tables	1,306,000	1,570,000	4.0%	60	65
Sofas	4,987,000	5,970,000	3.9%	228	248
Kitchen/Dining Room Furniture	2,811,000	3,358,000	3.9%	128	140
OTHER FURNITURE	7,340,000	8,782,000	3.9%	335	365
Infants' Furniture	253,000	303,000	4.0%	12	13
Patio, Porch, Outdoor Furniture	1,853,000	2,217,000	3.9%	85	92
Other Living/Family Room Furniture	2,846,000	3,383,000	3.8%	130	141
Office Furniture Rental (Home Use)	923,000	1,112,000	4.1%	42	46
Rental of Office Furniture (Home Use)	225,000	247,000	2.0%	10	10
Lamps & Lighting Fixtures	899,000	1,120,000	4.9%	41	47
Closet & Storage Items	340,000	401,000	3.6%	16	17
Furniture Repair (Including Reupholstering)	383,000	441,000	3.0%	18	18
<b>MAJOR HOUSEHOLD APPLIANCES</b>	<b>6,908,000</b>	<b>8,609,000</b>	<b>4.9%</b>	<b>316</b>	<b>358</b>
Purchase/Installation Window A/C	274,000	342,000	5.0%	13	14
Purchase/Installation Refrigerators/Freezers	1,725,000	2,145,000	4.9%	79	89
Purchase/Installation Clothes Washers	630,000	780,000	4.8%	29	32
Purchase/Installation Clothes Dryers	711,000	876,000	4.6%	32	36
Purchase/Installation Stoves, Ovens	1,045,000	1,306,000	5.0%	48	54
Purchase/Installation Microwave Ovens	326,000	407,000	5.0%	15	17
Purchase/Install Dishwashers/Disposals/Hoods	811,000	1,013,000	5.0%	37	42
Repair of Household Appliances	837,000	1,053,000	5.2%	38	44
Sewing Machines	157,000	196,000	5.0%	7	8
Electric Floor Cleaning Equipment	392,000	492,000	5.1%	18	20



## Consumer Spending - Household Products and Services

### 10 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>SMALL APPLIANCES &amp; HOUSEWARES</b>	<b>20,404,000</b>	<b>24,987,000</b>	<b>4.5%</b>	<b>932</b>	<b>1,040</b>
Small Electric Kitchen Appliances	1,304,000	1,623,000	4.9%	60	68
Portable Heating/Cooling Equipment	610,000	753,000	4.7%	28	31
Plastic Dinnerware	605,000	733,000	4.2%	28	31
China & Other Dinnerware	4,480,000	5,539,000	4.7%	205	231
Flatware	1,510,000	1,841,000	4.4%	69	77
Glassware	1,448,000	1,739,000	4.0%	66	72
Serving Pieces	708,000	859,000	4.3%	32	36
Nonelectric Cookware	3,267,000	3,994,000	4.5%	149	166
Smoke Alarms & Detectors	62,000	76,000	4.5%	3	3
Other Household Appliances	6,409,000	7,828,000	4.4%	293	326
<b>MISCELLANEOUS HOUSEHOLD EQUIPMENT</b>	<b>14,788,000</b>	<b>18,371,000</b>	<b>4.8%</b>	<b>675</b>	<b>765</b>
Rental Office Equipment	9,000	10,000	2.2%	-	-
Home Appliance Rental	19,000	21,000	2.1%	1	1
Infants' Equipment	388,000	463,000	3.9%	18	19
Power Tools	1,530,000	1,828,000	3.9%	70	76
Nonpower/Hand Tools	799,000	970,000	4.3%	36	40
Fresh Flowers & Potted Plants	4,782,000	6,016,000	5.2%	218	250
Outdoor Equipment	231,000	288,000	4.9%	11	12
Lawn & Garden Supplies	5,040,000	6,281,000	4.9%	230	261
Rental/Repair Lawn Mowing Equipment	324,000	402,000	4.8%	15	17
Yard Machinery (Power & Nonpower)	1,512,000	1,854,000	4.5%	69	77
Calculators, Other Office Machines (Home Use)	155,000	237,000	10.6%	7	10
<b>HOUSEHOLD REPAIRS</b>	<b>15,599,000</b>	<b>18,297,000</b>	<b>3.5%</b>	<b>712</b>	<b>761</b>
Wall-to-Wall Carpet	4,076,000	4,942,000	4.2%	186	206
Heating/Air Conditioning/Electric Labor/Mat	3,640,000	3,974,000	1.8%	166	165
Electric Supplies, Heating/Cooling Equipment	148,000	192,000	5.9%	7	8
Plumbing Supplies/Equipment	173,000	210,000	4.3%	8	9
Construction Materials	1,150,000	1,304,000	2.7%	53	54
Hard Surface Floor Labor/Materials	893,000	960,000	1.5%	41	40
Hard Surface Floor Repair/Replacement Mat	223,000	235,000	1.1%	10	10
Patio, Masonry & Other Stone Materials	39,000	48,000	4.6%	2	2
Landscaping Materials	80,000	104,000	6.0%	4	4
Paint/Wallpaper Supplies & Equipment	765,000	928,000	4.3%	35	39
Painting/Papering Labor/Materials	1,243,000	1,514,000	4.4%	57	63
Paneling, Roofing, Siding Materials	674,000	809,000	4.0%	31	34
Roofing/Gutters Labor/Materials	2,093,000	2,578,000	4.6%	96	107
Security System Management Fees	360,000	450,000	5.0%	16	19
Miscellaneous Household Repairs	36,000	44,000	4.4%	2	2
Miscellaneous Household Equipment	4,000	5,000	5.0%	-	-
<b>HOUSING EXPENSES</b>	<b>116,546,000</b>	<b>138,219,000</b>	<b>3.7%</b>	<b>5,323</b>	<b>5,752</b>
<b>FUELS &amp; UTILITIES</b>	<b>58,052,000</b>	<b>69,393,000</b>	<b>3.9%</b>	<b>2,652</b>	<b>2,888</b>
Fuel Oil	1,167,000	1,217,000	0.9%	53	51
Gas, Bottled or Tank	1,169,000	1,139,000	-0.5%	53	47
Other Home Heating Fuels	131,000	115,000	-2.4%	6	5
Electricity	29,835,000	36,305,000	4.3%	1,363	1,511
Natural Gas	14,490,000	17,773,000	4.5%	662	740
Water & Other Public Services	11,262,000	12,844,000	2.8%	514	534

## Consumer Spending - Household Products and Services

### 10 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
TELEPHONE SERVICES	32,581,000	36,743,000	2.6%	1,488	1,529
Telephone Service (Excluding Mobile Phone)	7,727,000	9,376,000	4.3%	353	390
Telephone Service for Mobile Phone	24,312,000	26,785,000	2.0%	1,110	1,115
Phone Cards	542,000	582,000	1.5%	25	24
CABLE & INTERNET SERVICES	25,913,000	32,083,000	4.8%	1,184	1,335
Community Antenna or Cable TV	19,508,000	23,816,000	4.4%	891	991
Internet Services	6,406,000	8,266,000	5.8%	293	344

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## Consumer Spending - Miscellaneous Products and Services

### 10 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	<b>34,268,000</b>	<b>41,051,000</b>	<b>4.0%</b>	<b>1,565</b>	<b>1,708</b>
Personal Care Services	17,474,000	20,763,000	3.8%	798	864
Personal Care Products	16,794,000	20,288,000	4.2%	767	844
Hair Care Products	5,027,000	6,063,000	4.1%	230	252
Non-Electric Articles for the Hair	642,000	767,000	3.9%	29	32
Oral Hygiene Products, Articles	2,560,000	3,081,000	4.1%	117	128
Shaving Needs	1,822,000	2,195,000	4.1%	83	91
Cosmetics, Perfume, Bath Prep	359,500	4,429,000	4.6%	164	184
Deodorant, Feminine Hygiene, Miscellaneous	2,723,000	3,237,000	3.8%	124	135
Electric Personal Care Appliances	392,000	478,000	4.4%	18	20
Wigs & Hairpieces	32,000	38,000	3.8%	1	2
<b>HOUSEKEEPING SUPPLIES</b>	<b>11,025,000</b>	<b>13,555,000</b>	<b>4.6%</b>	<b>504</b>	<b>564</b>
Soaps & Detergents	1,286,000	1,575,000	4.5%	59	66
Other Laundry/Cleaning Products	1,063,000	1,299,000	4.4%	49	54
Paper Towels, Napkins, Toilet Tissue	3,880,000	4,755,000	4.5%	177	198
Miscellaneous Household Products	4,796,000	5,925,000	4.7%	219	247
<b>PET EXPENSES</b>	<b>18,880,000</b>	<b>22,361,000</b>	<b>3.7%</b>	<b>862</b>	<b>931</b>
Pet Food	9,027,000	10,921,000	4.2%	412	454
Pet Purchases, Supplies & Medicine	1,140,000	1,303,000	2.9%	52	54
Pet Services	391,000	463,000	3.7%	18	19
Vet Services	8,322,000	9,673,000	3.2%	380	403
<b>SMOKING PRODUCTS &amp; SUPPLIES</b>	<b>18,324,000</b>	<b>21,392,000</b>	<b>3.3%</b>	<b>837</b>	<b>890</b>
Cigarettes	16,003,000	18,658,000	3.3%	731	776
Cigars, Pipes, Other Tobacco Products	2,285,000	2,691,000	3.6%	104	112
Smoking Accessories	36,000	43,000	3.9%	2	2
<b>HEALTH CARE</b>	<b>161,763,000</b>	<b>192,819,000</b>	<b>3.8%</b>	<b>7,389</b>	<b>8,024</b>
<b>MEDICAL SERVICES</b>	<b>70,859,000</b>	<b>87,363,000</b>	<b>4.7%</b>	<b>3,237</b>	<b>3,636</b>
Eye Care Services	4,348,000	5,078,000	3.4%	199	211
Dental Services	22,423,000	27,529,000	4.6%	1,024	1,146
Physicians Services	18,743,000	23,172,000	4.7%	856	964
Services by Professional, not Physician	6,012,000	7,315,000	4.3%	275	304
Lab Tests, X-Rays	3,807,000	4,718,000	4.8%	174	196
Hospital Room & Services	14,546,000	18,246,000	5.1%	664	759
Care in Convalescent or Nursing Home	370,000	540,000	9.2%	17	22
Other Medical Care Service	610,000	764,000	5.0%	28	32
<b>DRUGS</b>	<b>83,407,000</b>	<b>96,555,000</b>	<b>3.2%</b>	<b>3,810</b>	<b>4,018</b>
Nonprescription Drugs	7,924,000	9,592,000	4.2%	362	399
Vitamins & Vitamin Supplements	483,600	5,922,000	4.5%	221	246
Prescription Drugs	70,647,000	81,041,000	2.9%	3,227	3,373
<b>MEDICAL SUPPLIES</b>	<b>7,496,000</b>	<b>8,901,000</b>	<b>3.7%</b>	<b>342</b>	<b>370</b>
Eyeglasses & Contact Lenses	5,308,000	6,333,000	3.9%	242	264
Hearing Aids	667,000	785,000	3.5%	30	33
Topicals & Dressings	1,158,000	1,355,000	3.4%	53	56
Purchase, Rent & Repair Medical Equipment	363,000	428,000	3.6%	17	18
<b>ALL DAY CARE</b>	<b>14,726,000</b>	<b>17,256,000</b>	<b>3.4%</b>	<b>673</b>	<b>718</b>
Baby-Sitting, Child Care	2,988,000	3,566,000	3.9%	136	148
Day Care, Nursery School, Preschool	10,955,000	12,608,000	3.0%	500	525
Eldercare	783,000	1,082,000	7.6%	36	45

## Consumer Spending - Miscellaneous Products and Services

### 10 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>EDUCATION</b>	<b>109,548,000</b>	<b>127,096,000</b>	<b>3.2%</b>	<b>5,004</b>	<b>5,289</b>
ROOM, BOARD	9,656,000	11,021,000	2.8%	441	459
Board	9,137,000	10,421,000	2.8%	417	434
Housing While Attending School	519,000	599,000	3.1%	24	25
TUITION, SCHOOL SUPPLIES	99,658,000	115,817,000	3.2%	4,552	4,820
College Tuition	64,865,000	76,098,000	3.5%	2,963	3,167
Elementary/High School Tuition	19,573,000	21,458,000	1.9%	894	893
Other School Tuition	2,641,000	2,791,000	1.1%	121	116
Books, Supplies & Equipment for College	9,177,000	11,766,000	5.6%	419	490
Books, Supplies & Equipment, Non-College	3,403,000	3,703,000	1.8%	155	154
OTHER EDUCATION EXPENSES	235,000	259,000	2.0%	11	11
Test Preparation/Tutoring Services	235,000	259,000	2.0%	11	11
<b>PERSONAL EXPENSES &amp; SERVICES</b>	<b>55,012,000</b>	<b>63,841,000</b>	<b>3.2%</b>	<b>2,513</b>	<b>2,657</b>
Legal Fees	31,198,000	35,281,000	2.6%	1,425	1,468
Funeral Expenses	3,794,000	4,768,000	5.1%	173	198
Cemetery Lots, Vaults, Maintenance Fees	617,000	761,000	4.7%	28	32
Credit Card Memberships	94,000	111,000	3.6%	4	5
Accounting Fees	3,923,000	4,442,000	2.6%	179	185
Postage	2,041,000	2,525,000	4.7%	93	105
Delivery Service	117,000	150,000	5.6%	5	6
Stationery, Gift Wrap, Etc.	13,226,000	15,803,000	3.9%	604	658
<b>CONTRIBUTIONS (ALL)</b>	<b>73,117,000</b>	<b>82,557,000</b>	<b>2.6%</b>	<b>3,340</b>	<b>3,436</b>
Contributions to Charity	10,305,000	11,623,000	2.6%	471	484
Contributions to Religious Organizations	182,340,000	20,498,000	2.5%	833	853
Other Contributions	542,000	613,000	2.6%	25	26
Contributions to Political Organizations	507,000	599,000	3.6%	23	25
Cash Support to College Student	9,760,000	11,270,000	3.1%	446	469
Gifts to Persons Not in Consumer Unit	30,733,000	34,467,000	2.4%	1,404	1,434
Contributions to Education Institutions	3,037,000	3,487,000	3.0%	139	145

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## Consumer Spending - Retail Store Type

### 10 Minute Drive Time from Downtown Leesburg

Store Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
Grocery Stores	155,094,000	176,503,000	2.8%	7,084	7,345
Convenience Stores	7,642,000	8,718,000	2.8%	349	363
Health & Personal Care Stores	70,349,000	82,326,000	3.4%	3,213	3,426
Building Materials/Garden Equipment/Supplies Dlr	26,161,000	31,602,000	4.2%	1,195	1,315
Hardware Stores	3,199,000	3,856,000	4.1%	146	160
Home Centers	12,382,000	14,912,000	4.1%	566	621
Nursery & Garden Centers	372,000	4,529,000	4.3%	170	188
Lawn & Garden Equipment & Supplies Dealers	4,141,000	5,063,000	4.5%	189	211
General Merchandise Stores	167,404,000	201,652,000	4.1%	7,646	8,392
Department Stores (Excluding Leased)	88,903,000	108,257,000	4.4%	4,061	4,505
Warehouse Clubs, Superstores, Other General Merch	80,189,000	95,786,000	3.9%	3,663	3,986
Full Service Restaurants	30,835,000	35,112,000	2.8%	1,408	1,461
Fast Food Restaurants	25,246,000	28,172,000	2.3%	1,153	1,172
Eating Places	88,307,000	100,253,000	2.7%	4,034	4,172
Drinking Places	2,515,000	2,862,000	2.8%	115	119
Furniture Stores	18,765,000	22,519,000	4.0%	857	937
Other Home Furnishing Stores	13,859,000	16,748,000	4.2%	633	697
Household Appliance Stores	3,715,000	4,843,000	6.1%	170	202
Radio/TV/Other Electronics Stores	16,536,000	24,650,000	9.8%	755	1,026
Computer & Software Stores	7,054,000	10,221,000	9.0%	322	425
Camera/Photographic Supply Stores	1,437,000	2,077,000	8.9%	66	86
Clothing & Clothing Accessory Stores	79,225,000	95,586,000	4.1%	3,619	3,978
Clothing Accessory Stores	1,298,000	1,587,000	4.5%	59	66
Shoe Stores	10,513,000	12,236,000	3.3%	480	509
Jewelry Stores	20,293,000	25,834,000	5.5%	927	1,075
Office Supplies & Stationary Stores	4,083,000	5,257,000	5.8%	186	219
Gift, Novelty & Souvenir Shops	3,763,000	4,588,000	4.4%	172	191
Hobby, Toy & Game Shops	7,431,000	8,962,000	4.1%	339	373
Sewing/Needlework/Piece Goods Stores	2,016,000	2,331,000	3.1%	92	97
Florists	10,176,000	12,728,000	5.0%	465	530
Book Stores	11,075,000	13,813,000	4.9%	506	575
Sporting Goods Stores	11,350,000	14,374,000	5.3%	518	598
Sporting Goods, Hobby, Book & Music Stores	29,193,000	37,858,000	5.9%	1,333	1,575
Luggage & Leather Goods Stores	1,709,000	2,383,000	7.9%	78	99
Auto Dealers	220,755,000	225,889,000	0.5%	10,083	9,400
Automotive Parts/Accessories/Tire Stores	8,763,000	9,016,000	0.6%	400	375
Gas Stations with Convenience Stores	72,661,000	78,571,000	1.6%	3,319	3,270
Gas Stations without Convenience Stores	21,769,000	23,036,000	1.2%	994	959
Electronic Shopping & Mail Order	46,737,000	59,595,000	5.5%	2,135	2,480
Total Accommodation & Food Services	139,125,000	158,955,000	2.9%	6,355	6,615
GAFO: General Merch, Apparel, Furniture, Other	337,430,000	414,766,000	4.6%	15,413	17,260

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## Consumer Spending - Yellow Page Directory Headings

### 10 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>AUTO &amp; TRUCK REPAIR, SERVICE</b>					
Automobile Body Repairing & Painting	3,531,000	3,528,000	0.0%	161	147
Automobile Repairing & Service	47,914,000	46,824,000	-0.5%	2,189	1,949
Automobile Parts - New & Used	6,174,000	5,998,000	-0.6%	282	250
Tire Dealers	14,253,000	13,968,000	-0.4%	651	581
<b>HOME MAINTENANCE - CONTRACTORS, SUPPLIES</b>					
Major HH Appliances - Service & Repair	837,000	1,053,000	5.2%	38	44
Building Materials	1,150,000	1,304,000	2.7%	53	54
Contractors - General	1,186,000	1,348,000	2.7%	54	56
Electrical & Heating Contractors	3,788,000	4,166,000	2.0%	173	173
Home Improvements	15,599,000	18,297,000	3.5%	712	761
Landscape Contractors	9,111,000	11,057,000	4.3%	416	460
Lawn Maintenance	9,031,000	10,953,000	4.3%	413	456
Pest Control Service, Exterminators	749,000	888,000	3.7%	34	37
Plumbing Contractors	173,000	210,000	4.3%	8	9
Roofing Contractors	2,768,000	3,387,000	4.5%	126	141
<b>RETAIL HEADINGS</b>					
Major HH Appliances - Dealers	4,385,000	5,448,000	4.8%	200	227
Book Dealers - Retail	15,173,000	18,424,000	4.3%	693	767
Carpet & Rug Dealers	5,647,000	6,935,000	4.6%	258	289
Computers - Dealers	22,285,000	32,659,000	9.3%	1,018	1,359
Department Stores	244,158,000	302,601,000	4.8%	11,152	12,593
Electronic Equipment & Supplies - Dealers	42,753,000	65,337,000	10.6%	1,953	2,719
Florists - Retail	9,822,000	12,297,000	5.0%	449	512
Furniture (Retail & Non-Specific)	23,657,000	28,288,000	3.9%	1,081	1,177
Grocers - Retail	210,542,000	238,725,000	2.7%	9,617	9,934
Hardware - Retail	3,841,000	4,652,000	4.2%	175	194
Lumber - Retail	1,150,000	1,304,000	2.7%	53	54
Pet Shops	10,167,000	12,225,000	4.0%	464	509
Pharmacies & Drugstores	135,193,000	158,092,000	3.4%	6,175	6,579
Rental Service - Stores & Yards	577,000	680,000	3.6%	26	28
Sporting Goods - Retail	10,801,000	16,262,000	10.1%	493	677
<b>SERVICE HEADINGS</b>					
Attorneys, Lawyers	31,198,000	35,281,000	2.6%	1,425	1,468
Beauty Salons & Barber Shops	17,474,000	20,763,000	3.8%	798	864
Child Care/Day Care Centers	13,943,000	16,174,000	3.2%	637	673
Cleaners, Laundries, Dry Cleaning	4,275,000	4,938,000	3.1%	195	205
Dentists	22,423,000	27,529,000	4.6%	1,024	1,146
Hospitals	145,460,000	18,246,000	5.1%	664	759
Opticians & Optometrists	9,656,000	11,411,000	3.6%	441	475
Physicians & Surgeons	18,743,000	23,172,000	4.7%	856	964
Pet Grooming	391,000	463,000	3.7%	18	19
Nursing Homes	370,000	540,000	9.2%	17	22
<b>TRANSPORTATION</b>					
Automobile Dealers - New & Used	201,467,000	198,935,000	-0.3%	9,202	8,279
Automobile Renting & Leasing	9,623,000	10,348,000	1.5%	440	431
Motorcycles & Motor Scooters - Dealers	2,497,000	3,474,000	7.8%	114	145

## Consumer Spending - Yellow Page Directory Headings

### 10 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>TRAVEL &amp; ENTERTAINMENT</b>					
Airline Companies	30045000	28,390,000	-1.1%	1,372	1,181
Golf Courses - Public	17,010,000	19,162,000	2.5%	777	797
Motels & Hotels	26,406,000	30,384,000	3.0%	1,206	1,264
Restaurants (Fast Food, Other & Non-Specific)	94,075,000	107,378,000	2.8%	4,297	4,469
Theaters	2,562,000	2,740,000	1.4%	117	114
<b>MISCELLANEOUS HEADINGS</b>					
Moving & Storage	5,096,000	6,123,000	4.0%	233	255
Veterinarians	8,322,000	9,673,000	3.2%	380	403
Schools - Colleges & Universities	83,697,000	98,885,000	3.6%	3,823	4,115
Schools - Secondary & Elementary	35,507,000	39,232,000	2.1%	1,622	1,633
Television- Cable, CATV & Satellite	19,556,000	23,876,000	4.4%	893	994

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## Retail Gap Analysis - Merchandise Lines

### 20 Minute Drive Time from Downtown Leesburg

Merchandise Lines	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
Total Retail Sales & Eating, Drinking Places	6,348,601,425	7,190,739,968	842,138,543
Groceries & Other Foods	883,213,710	1,188,764,789	305,551,079
Meals & Snacks	596,477,142	880,204,222	283,727,080
Alcoholic Drinks	33,149,195	28,342,351	(4,806,844)
Packaged Liquor/Wine/Beer	146,093,556	49,283,020	(96,810,536)
Cigars, Cigarettes, Tobacco, Accessories	92,688,401	101,230,635	8,542,234
Drugs, Health Aids & Beauty Aids	566,811,959	474,057,140	(92,754,819)
Soaps, Detergents & Household Cleaners	12,809,873	10,177,347	(2,632,526)
Paper & Related Products	51,185,882	59,961,557	8,775,675
Men's Wear	166,123,634	212,913,025	46,789,391
Women's, Juniors' & Misses' Wear	278,027,048	403,719,119	125,692,071
Children's Wear	117,221,349	173,141,297	55,919,948
Footwear	105,470,527	177,523,637	72,053,110
Sewing, Knitting & Needlework Goods	8,405,213	4,984,531	(3,420,682)
Curtains, Draperies, Blinds, Slipcovers, Etc.	76,285,368	65,263,552	(11,021,816)
Major Household Appliances	33,743,713	21,194,895	(12,548,818)
Small Electric Appliances	11,175,136	7,255,874	(3,919,262)
Televisions, Video Recorders, Video Cameras	57,190,270	70,098,863	12,908,593
Audio Equipment, Musical Instruments	60,661,240	47,732,190	(12,929,050)
Furniture & Sleep Equipment	137,236,750	128,391,860	(8,844,890)
Flooring & Floor Coverings	37,716,236	26,636,498	(11,079,738)
Computer Hardware, Software & Supplies	124,782,613	97,331,287	(27,451,326)
Kitchenware & Home Furnishings	126,443,527	109,232,332	(17,211,195)
Jewelry	138,963,917	406,285,726	267,321,809
Books	115,308,102	73,928,714	(41,379,388)
Photographic Equipment & Supplies	18,659,931	13,297,635	(5,362,296)
Toys, Hobby Goods & Games	108,248,247	93,739,537	(14,508,710)
Optical Goods	29,707,784	31,612,441	1,904,657
Sporting Goods	62,480,788	31,236,274	(31,244,514)
RVs, Campers, Camping & Travel Trailers	43,634,179	11,318,846	(32,315,333)
Hardware, Tools, Plumbing, Electrical	33,924,149	29,381,509	(4,542,640)
Lawn/Garden/Farm Equipment/Supplies	66,608,161	28,652,114	(37,956,047)
Lumber & Building Materials	21,155,464	18,756,217	(2,399,247)
Paint & Sundries	10,773,987	8,644,302	(2,129,685)
Cars, Trucks, Other Powered Transportation	1,160,550,084	1,479,032,938	318,482,854
Automotive Fuels	387,437,093	256,250,275	(131,186,818)
Automotive Lubricants	5,148,446	5,110,060	(38,386)
Pets, Pet Foods & Pet Supplies	55,828,508	37,257,019	(18,571,489)
All Other Merchandise	367,260,245	328,796,340	(38,463,905)

## Retail Gap Analysis - Retail Stores

### 20 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Total Retail Sales &amp; Eating, Drinking Places</b>	<b>6,348,601,425</b>	<b>7,190,739,968</b>	<b>842,138,543</b>
<b>Motor Vehicle &amp; Parts Dealers-441</b>	<b>1,278,623,461</b>	<b>1,566,481,916</b>	<b>287,858,455</b>
Automotive Dealers-4411	1,061,687,295	1,453,253,759	391,566,464
Other Motor Vehicle Dealers-4412	119,663,425	30,185,911	(89,477,514)
Automotive Parts/Accessories, Tire Stores-4413	97,272,742	83,042,247	(14,230,495)
<b>Furniture &amp; Home Furnishings Stores-442</b>	<b>143,217,616</b>	<b>196,444,537</b>	<b>53,226,921</b>
Furniture Stores-4421	78,485,674	101,826,619	23,340,945
Home Furnishing Stores-4422	64,731,942	94,617,918	29,885,976
<b>Electronics &amp; Appliances Stores-443</b>	<b>125,964,586</b>	<b>163,506,480</b>	<b>37,541,894</b>
Appliance, TV, Electronics Stores-44311	97,366,718	132,392,352	35,025,634
Household Appliances Stores-443111	16,181,159	3,621,412	(12,559,747)
Radio, Television, Electronics Stores-443112	81,185,560	128,770,940	47,585,380
Computer & Software Stores-44312	25,764,009	30,149,748	4,385,739
Camera & Photographic Equipment Stores-44313	2,833,859	964,380	(1,869,479)
<b>Building Material, Garden Equipment Stores -444</b>	<b>679,208,777</b>	<b>383,940,546</b>	<b>(295,268,231)</b>
Building Material & Supply Dealers-4441	584,548,670	356,519,524	(228,029,146)
Home Centers-44411	239,954,516	124,364,524	(115,589,992)
Paint & Wallpaper Stores-44412	10,039,218	12,629,088	2,589,870
Hardware Stores-44413	57,369,262	648,049	(56,721,213)
Other Building Materials Dealers-44419	277,185,674	218,877,863	(58,307,811)
Building Materials, Lumberyards-444191	104,110,943	81,861,253	(22,249,690)
Lawn/Garden Equipment/Supplies Stores-4442	94,660,107	27,421,023	(67,239,084)
Outdoor Power Equipment Stores-44421	29,841,046	624,842	(29,216,204)
Nursery & Garden Centers-44422	64,819,061	26,796,181	(38,022,880)
<b>Food &amp; Beverage Stores-445</b>	<b>692,632,091</b>	<b>989,159,328</b>	<b>296,527,237</b>
Grocery Stores-4451	444,240,639	925,745,347	481,504,708
Supermarkets, Grocery Stores-44511	416,845,989	899,621,240	482,775,251
Convenience Stores-44512	27,394,651	26,124,108	(1,270,543)
Specialty Food Stores-4452	54,453,353	8,022,093	(46,431,260)
Beer, Wine & Liquor Stores-4453	193,938,098	55,391,887	(138,546,211)
<b>Health &amp; Personal Care Stores-446</b>	<b>311,844,450</b>	<b>202,363,057</b>	<b>(109,481,393)</b>
Pharmacies & Drug Stores-44611	247,229,446	150,416,582	(96,812,864)
Cosmetics, Beauty Supplies, Perfume Stores-44612	21,468,965	21,426,461	(42,504)
Optical Goods Stores-44613	15,727,774	20,686,694	4,958,920
Other Health & Personal Care Stores-44619	27,418,265	9,833,319	(17,584,946)

## Retail Gap Analysis - Retail Stores

### 20 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Gasoline Stations-447</b>	<b>524,658,123</b>	<b>385,586,024</b>	<b>(139,072,099)</b>
Gasoline Stations with Convenience Stores-44711	376,774,178	329,900,600	(46,873,578)
Other Gasoline Stations-44719	147,883,945	55,685,425	(92,198,520)
<b>Clothing &amp; Clothing Accessories Stores-448</b>	<b>352,106,789</b>	<b>1,080,211,367</b>	<b>728,104,578</b>
Clothing Stores-4481	172,623,290	441,664,892	269,041,602
Men's Clothing Stores-44811	8,582,593	21,715,931	13,133,338
Women's Clothing Stores-44812	38,506,442	104,121,543	65,615,101
Children's, Infants' Clothing Stores-44813	10,153,631	30,899,881	20,746,250
Family Clothing Stores-44814	93,005,411	251,984,813	158,979,402
Clothing Accessories Stores-44815	7,636,889	15,227,264	7,590,375
Other Clothing Stores-44819	14,738,323	17,715,460	2,977,137
Shoe Stores-4482	24,113,150	62,788,348	38,675,198
Jewelry, Luggage, Leather Goods Stores-4483	155,370,349	575,758,128	420,387,779
Jewelry Stores-44831	142,787,221	441,510,818	298,723,597
Luggage & Leather Goods Stores-44832	12,583,127	134,247,310	121,664,183
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>127,503,845</b>	<b>81,795,667</b>	<b>(45,708,178)</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	109,581,425	65,704,651	(43,876,774)
Sporting Goods Stores-45111	57,206,072	32,809,003	(24,397,069)
Hobby, Toy & Game Stores-45112	30,858,229	23,872,218	(6,986,011)
Sewing, Needlework & Piece Goods Stores-45113	8,641,350	3,664,353	(4,976,997)
Musical Instrument & Supplies Stores-45114	12,875,774	5,359,077	(7,516,697)
Book, Periodical & Music Stores-4512	17,922,420	16,091,015	(1,831,405)
Book Stores & News Dealers-45121	15,289,525	15,362,377	72,852
Book Stores-451211	13,773,311	14,135,921	362,610
News Dealers & Newsstands-451212	1,516,215	1,226,456	(289,759)
Prerecorded Tape, CD, Record Stores-45122	2,632,894	728,638	(1,904,256)
<b>General Merchandise Stores-452</b>	<b>714,676,628</b>	<b>703,212,657</b>	<b>(11,463,971)</b>
Department Stores, Excl Leased Departments-4521	325,984,016	397,791,550	71,807,534
Other General Merchandise Stores-4529	388,692,612	305,421,107	(83,271,505)
Miscellaneous Store Retailers-453	163,512,489	83,404,701	(80,107,788)
Florists-4531	6,533,956	3,243,115	(3,290,841)
Office Supplies, Stationery, Gift Stores-4532	85,176,676	40,628,476	(44,548,200)
Office Supplies & Stationery Stores-45321	41,915,822	18,911,118	(23,004,704)
Gift, Novelty & Souvenir Stores-45322	43,260,854	21,717,357	(21,543,497)
Used Merchandise Stores-4533	14,473,499	5,745,990	(8,727,509)
Other Miscellaneous Store Retailers-4539	57,328,358	33,787,120	(23,541,238)
Non-Store Retailers-454	544,877,967	341,275,740	(203,602,227)
<b>Foodservice &amp; Drinking Places-722</b>	<b>689,774,603</b>	<b>1,013,357,949</b>	<b>323,583,346</b>
Full-Service Restaurants-7221	315,587,107	417,233,510	101,646,403
Limited-Service Eating Places-7222	272,397,436	375,778,356	103,380,920
Special Foodservices-7223	74,877,564	215,409,720	140,532,156
Drinking Places -Alcoholic Beverages-7224	26,912,496	4,936,363	(21,976,133)

## Retail Gap Analysis - Retail Stores

### 20 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>GAFO *</b>	<b>1,548,646,140</b>	<b>2,265,799,184</b>	<b>717,153,044</b>
General Merchandise Stores-452	714,676,628	703,212,657	(11,463,971)
Clothing & Clothing Accessories Stores-448	352,106,789	1,080,211,367	728,104,578
Furniture & Home Furnishings Stores-442	143,217,616	196,444,537	53,226,921
Electronics & Appliances Stores-443	125,964,586	163,506,480	37,541,894
Sporting Goods, Hobby, Book, Music Stores-451	127,503,845	81,795,667	(45,708,178)
Office Supplies, Stationery, Gift Stores-4532	85,176,676	40,628,476	(44,548,200)

\*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

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## Consumer Spending - Food Away From Home

### 20 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>Food Away from Home</b>	<b>518,191,000</b>	<b>589,078,000</b>	<b>2.7%</b>	<b>5,080</b>	<b>5,223</b>
Lunch	127,198,000	145,850,000	2.9%	1,247	1,293
Fast Food	73,985,000	84,075,000	2.7%	725	745
Full Service	53,212,000	61,776,000	3.2%	522	548
Dinner	212,771,000	245,086,000	3.0%	2,086	2,173
Fast Food	62,922,000	71,235,000	2.6%	617	632
Full Service	149,849,000	173,851,000	3.2%	1,469	1,541
Breakfast/Brunch	40,313,000	45,762,000	2.7%	395	406
Fast Food	23,141,000	26,045,000	2.5%	227	231
Full Service	17,171,000	19,717,000	3.0%	168	175
Snacks & Non-Alcoholic Beverage	116,878,000	128,526,000	2.0%	1,146	1,140
Catered Affairs	21,031,000	23,854,000	2.7%	206	211
<b>Alcoholic Beverages Away from Home</b>	<b>27,630,000</b>	<b>31,260,000</b>	<b>2.6%</b>	<b>271</b>	<b>277</b>
Beer & Ale Away from Home	10,481,000	11,859,000	2.6%	103	105
Wine Away from Home	8,400,000	9,509,000	2.6%	82	84
Other Alcoholic Beverages Away from Home	8,749,000	9,893,000	2.6%	86	88

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## Consumer Spending - Household Products and Services

### 20 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>HOUSEHOLD SERVICES</b>	<b>123,785,000</b>	<b>147,928,000</b>	<b>3.9%</b>	<b>1,214</b>	<b>1,312</b>
Housekeeping Service	47,779,000	56,223,000	3.5%	468	498
Gardening/Lawn Care Service	42,197,000	51,185,000	4.3%	414	454
Miscellaneous Home Services	5,154,000	6,292,000	4.4%	51	56
Termite & Pest Control Services	3,509,000	4,171,000	3.8%	34	37
Moving, Storage, Freight Express	25,147,000	30,057,000	3.9%	247	266
<b>HOUSEHOLD FURNISHINGS</b>	<b>90,913,000</b>	<b>108,719,000</b>	<b>3.9%</b>	<b>891</b>	<b>964</b>
HOUSEHOLD TEXTILES	56,214,000	66,568,000	3.7%	551	590
Bathroom Linens	9,934,000	11,632,000	3.4%	97	103
Bedroom Linens	30,932,000	36,050,000	3.3%	303	320
Kitchen & Dining Room Linens	1,866,000	2,223,000	3.8%	18	20
Sewing Materials	4,822,000	5,817,000	4.1%	47	52
Non-Permanent Floor Coverings	7,487,000	9,463,000	5.3%	73	84
WINDOW & FURNITURE COVERS	19,678,000	23,745,000	4.1%	193	211
Curtains & Drapes	9,949,000	11,801,000	3.7%	98	105
Other Linens	1,174,000	1,383,000	3.6%	12	12
Slipcovers, Decorative Pillows	1,973,000	2,346,000	3.8%	19	21
Window Coverings	7,755,000	9,598,000	4.8%	76	85
CLOCKS & OTHER HOUSEHOLD DECOR	15,021,000	18,406,000	4.5%	147	163
<b>FURNITURE</b>	<b>121,338,000</b>	<b>144,902,000</b>	<b>3.9%</b>	<b>1,190</b>	<b>1,285</b>
BEDROOM FURNITURE	29,763,000	35,427,000	3.8%	292	314
Mattress & Springs	11,937,000	14,203,000	3.8%	117	126
Other Bedroom Furniture	17,825,000	21,224,000	3.8%	175	188
LIVING/DINING ROOM FURNITURE	54,847,000	65,699,000	4.0%	538	582
Living Room Chairs	11,403,000	13,770,000	4.2%	112	122
Living Room Tables	6,241,000	7,481,000	4.0%	61	66
Sofas	23,753,000	28,405,000	3.9%	233	252
Kitchen/Dining Room Furniture	13,450,000	16,043,000	3.9%	132	142
OTHER FURNITURE	34,943,000	41,702,000	3.9%	343	370
Infants' Furniture	1,199,000	1,421,000	3.7%	12	13
Patio, Porch, Outdoor Furniture	8,764,000	10,461,000	3.9%	86	93
Other Living/Family Room Furniture	13,563,000	16,107,000	3.8%	133	143
Office Furniture Rental (Home Use)	4,410,000	5,288,000	4.0%	43	47
Rental of Office Furniture (Home Use)	1,096,000	1,187,000	1.7%	11	11
Lamps & Lighting Fixtures	4,276,000	5,312,000	4.8%	42	47
Closet & Storage Items	1,635,000	1,925,000	3.5%	16	17
Furniture Repair (Including Reupholstering)	1,786,000	2,073,000	3.2%	18	18
<b>MAJOR HOUSEHOLD APPLIANCES</b>	<b>31,912,000</b>	<b>39,835,000</b>	<b>5.0%</b>	<b>313</b>	<b>353</b>
Purchase/Installation Window A/C	1,284,000	1,612,000	5.1%	13	14
Purchase/Installation Refrigerators/Freezers	7,949,000	9,897,000	4.9%	78	88
Purchase/Installation Clothes Washers	2,954,000	3,661,000	4.8%	29	32
Purchase/Installation Clothes Driers	3,346,000	4,127,000	4.7%	33	37
Purchase/Installation Stoves, Ovens	4,786,000	5,994,000	5.0%	47	53
Purchase/Installation Microwave Ovens	1,534,000	1,915,000	5.0%	15	17
Purchase/Install Dishwashers/Disposals/Hoods	3,683,000	4,612,000	5.0%	36	41
Repair of Household Appliances	3,787,000	4,767,000	5.2%	37	42
Sewing Machines	723,000	906,000	5.1%	7	8
Electric Floor Cleaning Equipment	1,866,000	2,344,000	5.1%	18	21

## Consumer Spending - Household Products and Services

### 20 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>SMALL APPLIANCES &amp; HOUSEWARES</b>	<b>96,617,000</b>	<b>118,276,000</b>	<b>4.5%</b>	<b>947</b>	<b>1,049</b>
Small Electric Kitchen Appliances	6,142,000	7,637,000	4.9%	60	68
Portable Heating/Cooling Equipment	2,884,000	3,574,000	4.8%	28	32
Plastic Dinnerware	2,845,000	3,446,000	4.2%	28	31
China & Other Dinnerware	21,221,000	26,190,000	4.7%	208	232
Flatware	7,332,000	8,927,000	4.4%	72	79
Glassware	6,936,000	8,323,000	4.0%	68	74
Serving Pieces	3,397,000	4,112,000	4.2%	33	36
Nonelectric Cookware	15,616,000	19,038,000	4.4%	153	169
Smoke Alarms & Detectors	288,000	355,000	4.7%	3	3
Other Household Appliances	29,956,000	36,673,000	4.5%	294	325
<b>MISCELLANEOUS HOUSEHOLD EQUIPMENT</b>	<b>68,432,000</b>	<b>85,215,000</b>	<b>4.9%</b>	<b>671</b>	<b>756</b>
Rental Office Equipment	43,000	49,000	2.8%	-	-
Home Appliance Rental	84,000	95,000	2.6%	1	1
Infants' Equipment	1,840,000	2,201,000	3.9%	18	20
Power Tools	6,956,000	8,407,000	4.2%	68	75
Nonpower/Hand Tools	3,688,000	4,457,000	4.2%	36	40
Fresh Flowers & Potted Plants	22,079,000	27,835,000	5.2%	216	247
Outdoor Equipment	1,096,000	1,366,000	4.9%	11	12
Lawn & Garden Supplies	23,700,000	29,513,000	4.9%	232	262
Rental/Repair Lawn Mowing Equipment	1,436,000	1,795,000	5.0%	14	16
Yard Machinery (Power & Nonpower)	6,769,000	8,359,000	4.7%	66	74
Calculators, Other Office Machines (Home Use)	740,000	1,138,000	10.8%	7	10
<b>HOUSEHOLD REPAIRS</b>	<b>70,361,000</b>	<b>82,475,000</b>	<b>3.4%</b>	<b>690</b>	<b>731</b>
Wall-to-Wall Carpet	18,887,000	22,730,000	4.1%	185	202
Heating/Air Conditioning/Electric Labor/Mat	16,184,000	17,759,000	1.9%	159	157
Electric Supplies, Heating/Cooling Equipment	660,000	853,000	5.8%	6	8
Plumbing Supplies/Equipment	766,000	932,000	4.3%	8	8
Construction Materials	5,296,000	6,015,000	2.7%	52	53
Hard Surface Floor Labor/Materials	4,035,000	4,338,000	1.5%	40	38
Hard Surface Floor Repair/Replacement Mat	1,027,000	1,082,000	1.1%	10	10
Patio, Masonry & Other Stone Materials	176,000	217,000	4.7%	2	2
Landscaping Materials	437,000	546,000	5.0%	4	5
Paint/Wallpaper Supplies & Equipment	3,484,000	4,225,000	4.3%	34	37
Painting/Papering Labor/Materials	5,496,000	6,678,000	4.3%	54	59
Paneling, Roofing, Siding Materials	3,000,000	3,599,000	4.0%	29	32
Roofing/Gutters Labor/Materials	9,161,000	11,315,000	4.7%	90	100
Security System Management Fees	1,568,000	1,963,000	5.0%	15	17
Miscellaneous Household Repairs	162,000	198,000	4.4%	2	2
Miscellaneous Household Equipment	21,000	25,000	3.8%	-	-
<b>HOUSING EXPENSES</b>	<b>538,636,000</b>	<b>641,536,000</b>	<b>3.8%</b>	<b>5,281</b>	<b>5,688</b>
<b>FUELS &amp; UTILITIES</b>	<b>264,969,000</b>	<b>318,601,000</b>	<b>4.0%</b>	<b>2,598</b>	<b>2,825</b>
Fuel Oil	5,276,000	5,498,000	0.8%	52	49
Gas, Bottled or Tank	5,202,000	5,090,000	-0.4%	51	45
Other Home Heating Fuels	569,000	511,000	-2.0%	6	5
Electricity	135,206,000	165,453,000	4.5%	1,326	1,467
Natural Gas	66,286,000	81,838,000	4.7%	650	726
Water & Other Public Services	52,431,000	60,212,000	3.0%	514	534

## Consumer Spending - Household Products and Services

### 20 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
TELEPHONE SERVICES	152,822,000	172,707,000	2.6%	1,498	1,531
Telephone Service (Excluding Mobile Phone)	35,095,000	42,847,000	4.4%	344	380
Telephone Service for Mobile Phone	115,148,000	127,059,000	2.1%	1,129	1,127
Phone Cards	2,579,000	2,801,000	1.7%	25	25
CABLE & INTERNET SERVICES	120,844,000	150,228,000	4.9%	1,185	1,332
Community Antenna or Cable TV	90,154,000	110,426,000	4.5%	884	979
Internet Services	30,690,000	39,802,000	5.9%	301	353

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## Consumer Spending - Miscellaneous Products and Services

### 20 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	<b>160,557,000</b>	<b>192,374,000</b>	<b>4.0%</b>	<b>1,574</b>	<b>1,706</b>
Personal Care Services	81,175,000	96,293,000	3.7%	796	854
Personal Care Products	79,383,000	96,081,000	4.2%	778	852
Hair Care Products	23,883,000	28,889,000	4.2%	234	256
Non-Electric Articles for the Hair	3,074,000	3,684,000	4.0%	30	33
Oral Hygiene Products, Articles	12,083,000	14,584,000	4.1%	118	129
Shaving Needs	8,427,000	10,123,000	4.0%	83	90
Cosmetics, Perfume, Bath Prep	17,209,000	21,195,000	4.6%	169	188
Deodorant, Feminine Hygiene, Miscellaneous	12,773,000	15,259,000	3.9%	125	135
Electric Personal Care Appliances	1,790,000	2,174,000	4.3%	18	19
Wigs & Hairpieces	144,000	172,000	3.9%	1	2
<b>HOUSEKEEPING SUPPLIES</b>	<b>50,495,000</b>	<b>62,346,000</b>	<b>4.7%</b>	<b>495</b>	<b>553</b>
Soaps & Detergents	5,828,000	7,168,000	4.6%	57	64
Other Laundry/Cleaning Products	4,849,000	5,949,000	4.5%	48	53
Paper Towels, Napkins, Toilet Tissue	17,920,000	22,114,000	4.7%	176	196
Miscellaneous Household Products	21,899,000	27,115,000	4.8%	215	240
<b>PET EXPENSES</b>	<b>87,526,000</b>	<b>104,106,000</b>	<b>3.8%</b>	<b>858</b>	<b>923</b>
Pet Food	41,239,000	50,257,000	4.4%	404	446
Pet Purchases, Supplies & Medicine	5,294,000	6,080,000	3.0%	52	54
Pet Services	1,845,000	2,188,000	3.7%	18	19
Vet Services	39,148,000	45,581,000	3.3%	384	404
<b>SMOKING PRODUCTS &amp; SUPPLIES</b>	<b>77,255,000</b>	<b>90,700,000</b>	<b>3.5%</b>	<b>757</b>	<b>804</b>
Cigarettes	66,893,000	78,488,000	3.5%	656	696
Cigars, Pipes, Other Tobacco Products	10,202,000	12,020,000	3.6%	100	107
Smoking Accessories	160,000	192,000	4.0%	2	2
<b>HEALTH CARE</b>	<b>753,311,000</b>	<b>901,244,000</b>	<b>3.9%</b>	<b>7,385</b>	<b>7,991</b>
<b>MEDICAL SERVICES</b>	<b>333,772,000</b>	<b>412,081,000</b>	<b>4.7%</b>	<b>3,272</b>	<b>3,654</b>
Eye Care Services	20,534,000	24,005,000	3.4%	201	213
Dental Services	105,923,000	130,189,000	4.6%	1,038	1,154
Physicians Services	88,511,000	109,722,000	4.8%	868	973
Services by Professional, not Physician	28,557,000	34,758,000	4.3%	280	308
Lab Tests, X-Rays	17,855,000	22,203,000	4.9%	175	197
Hospital Room & Services	67,782,000	85,062,000	5.1%	665	754
Care in Convalescent or Nursing Home	1,756,000	2,576,000	9.3%	17	23
Other Medical Care Service	2,853,000	3,566,000	5.0%	28	32
<b>DRUGS</b>	<b>384,364,000</b>	<b>447,326,000</b>	<b>3.3%</b>	<b>3,768</b>	<b>3,966</b>
Nonprescription Drugs	36,985,000	45,002,000	4.3%	363	399
Vitamins & Vitamin Supplements	22,717,000	27,889,000	4.6%	223	247
Prescription Drugs	324,662,000	374,435,000	3.1%	3,183	3,320
<b>MEDICAL SUPPLIES</b>	<b>35,176,000</b>	<b>41,837,000</b>	<b>3.8%</b>	<b>345</b>	<b>371</b>
Eyeglasses & Contact Lenses	24,761,000	29,618,000	3.9%	243	263
Hearing Aids	3,226,000	3,783,000	3.5%	32	34
Topicals & Dressings	5,461,000	6,401,000	3.4%	54	57
Purchase, Rent & Repair Medical Equipment	1,727,000	2,035,000	3.6%	17	18
<b>ALL DAY CARE</b>	<b>69,400,000</b>	<b>81,298,000</b>	<b>3.4%</b>	<b>680</b>	<b>721</b>
Baby-Sitting, Child Care	14,022,000	16,689,000	3.8%	137	148
Day Care, Nursery School, Preschool	51,811,000	59,647,000	3.0%	508	529
Eldercare	3,567,000	4,962,000	7.8%	35	44

## Consumer Spending - Miscellaneous Products and Services

### 20 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>EDUCATION</b>	<b>538,452,000</b>	<b>628,893,000</b>	<b>3.4%</b>	<b>5,279</b>	<b>5,576</b>
ROOM, BOARD	45,621,000	52,340,000	2.9%	447	464
Board	43,110,000	49,421,000	2.9%	423	438
Housing While Attending School	2,511,000	2,919,000	3.2%	25	26
TUITION, SCHOOL SUPPLIES	491,672,000	575,266,000	3.4%	4,820	5,100
College Tuition	321,679,000	379,172,000	3.6%	3,154	3,362
Elementary/High School Tuition	95,753,000	105,808,000	2.1%	939	938
Other School Tuition	12,840,000	13,560,000	1.1%	126	120
Books, Supplies & Equipment for College	45,633,000	59,184,000	5.9%	447	525
Books, Supplies & Equipment, Non-College	15,765,000	17,542,000	2.3%	155	156
OTHER EDUCATION EXPENSES	1,159,000	1,287,000	2.2%	11	11
Test Preparation/Tutoring Services	1,159,000	1,287,000	2.2%	11	11
<b>PERSONAL EXPENSES &amp; SERVICES</b>	<b>261,990,000</b>	<b>303,873,000</b>	<b>3.2%</b>	<b>2,569</b>	<b>2,694</b>
Legal Fees	149,190,000	168,527,000	2.6%	1,463	1,494
Funeral Expenses	17,859,000	22,430,000	5.1%	175	199
Cemetery Lots, Vaults, Maintenance Fees	2,896,000	3,570,000	4.7%	28	32
Credit Card Memberships	453,000	530,000	3.4%	4	5
Accounting Fees	18,691,000	21,074,000	2.5%	183	187
Postage	9,564,000	11,870,000	4.8%	94	105
Delivery Service	573,000	726,000	5.3%	6	6
Stationery, Gift Wrap, Etc.	62,765,000	75,146,000	3.9%	615	666
<b>CONTRIBUTIONS (ALL)</b>	<b>362,241,000</b>	<b>406,566,000</b>	<b>2.4%</b>	<b>3,551</b>	<b>3,605</b>
Contributions to Charity	50,651,000	56,600,000	2.3%	497	502
Contributions to Religious Organizations	888,600,000	99,811,000	2.5%	871	885
Other Contributions	2,621,000	2,949,000	2.5%	26	26
Contributions to Political Organizations	2,495,000	2,930,000	3.5%	24	26
Cash Support to College Student	47,598,000	54,686,000	3.0%	467	485
Gifts to Persons Not in Consumer Unit	154,646,000	172,124,000	2.3%	1,516	1,526
Contributions to Education Institutions	15,369,000	17,465,000	2.7%	151	155

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## Consumer Spending - Retail Store Type

### 20 Minute Drive Time from Downtown Leesburg

Store Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
Grocery Stores	713,842,000	816,991,000	2.9%	6,999	7,244
Convenience Stores	34,739,000	39,792,000	2.9%	341	353
Health & Personal Care Stores	326,354,000	383,551,000	3.5%	3,200	3,401
Building Materials/Garden Equipment/Supplies Dlr	120,022,000	145,235,000	4.2%	1,177	1,288
Hardware Stores	14,749,000	17,827,000	4.2%	145	158
Home Centers	57,064,000	68,820,000	4.1%	559	610
Nursery & Garden Centers	171,820,000	20,975,000	4.4%	168	186
Lawn & Garden Equipment & Supplies Dealers	19,099,000	23,406,000	4.5%	187	208
General Merchandise Stores	781,520,000	944,340,000	4.2%	7,662	8,373
Department Stores (Excluding Leased)	417,026,000	508,822,000	4.4%	4,089	4,511
Warehouse Clubs, Superstores, Other General Merch	372,558,000	446,909,000	4.0%	3,653	3,962
Full Service Restaurants	147,870,000	168,460,000	2.8%	1,450	1,494
Fast Food Restaurants	120,375,000	134,748,000	2.4%	1,180	1,195
Eating Places	422,727,000	480,723,000	2.7%	4,144	4,262
Drinking Places	12,143,000	13,823,000	2.8%	119	123
Furniture Stores	89,251,000	106,954,000	4.0%	875	948
Other Home Furnishing Stores	65,569,000	79,060,000	4.1%	643	701
Household Appliance Stores	17,314,000	22,598,000	6.1%	170	200
Radio/TV/Other Electronics Stores	78,278,000	116,458,000	9.8%	767	1,033
Computer & Software Stores	33,623,000	48,673,000	9.0%	330	432
Camera/Photographic Supply Stores	6,808,000	9,847,000	8.9%	67	87
Clothing & Clothing Accessory Stores	373,986,000	451,601,000	4.2%	3,667	4,004
Clothing Accessory Stores	6,152,000	7,516,000	4.4%	60	67
Shoe Stores	48,892,000	57,183,000	3.4%	479	507
Jewelry Stores	97,941,000	124,172,000	5.4%	960	1,101
Office Supplies & Stationary Stores	19,434,000	25,046,000	5.8%	191	222
Gift, Novelty & Souvenir Shops	17,840,000	21,783,000	4.4%	175	193
Hobby, Toy & Game Shops	35,400,000	42,658,000	4.1%	347	378
Sewing/Needlework/Piece Goods Stores	9,672,000	11,187,000	3.1%	95	99
Florists	47,428,000	59,357,000	5.0%	465	526
Book Stores	53,834,000	67,720,000	5.2%	528	600
Sporting Goods Stores	54,512,000	69,084,000	5.3%	534	613
Sporting Goods, Hobby, Book & Music Stores	139,744,000	181,674,000	6.0%	1,370	1,611
Luggage & Leather Goods Stores	8,202,000	11,406,000	7.8%	80	101
Auto Dealers	1,038,749,000	1,059,044,000	0.4%	10,184	9,390
Automotive Parts/Accessories/Tire Stores	40,559,000	41,865,000	0.6%	398	371
Gas Stations with Convenience Stores	335,285,000	363,997,000	1.7%	3,287	3,227
Gas Stations without Convenience Stores	101,436,000	107,837,000	1.3%	994	956
Electronic Shopping & Mail Order	221,141,000	282,665,000	5.6%	2,168	2,506
Total Accommodation & Food Services	666,465,000	761,565,000	2.9%	6,534	6,752
GAFO: General Merch, Apparel, Furniture, Other	1,588,074,000	1,955,973,000	4.6%	15,570	17,342

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## Consumer Spending - Yellow Page Directory Headings

### 20 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>AUTO &amp; TRUCK REPAIR, SERVICE</b>					
Automobile Body Repairing & Painting	16,613,000	16,600,000	0.0%	163	147
Automobile Repairing & Service	224,916,000	220,483,000	-0.4%	2,205	1,955
Automobile Parts - New & Used	28,047,000	27,418,000	-0.4%	275	243
Tire Dealers	66,891,000	65,736,000	-0.3%	656	583
<b>HOME MAINTENANCE - CONTRACTORS, SUPPLIES</b>					
Major HH Appliances - Service & Repair	378,700	4,767,000	5.2%	37	42
Building Materials	5,296,000	6,015,000	2.7%	52	53
Contractors - General	5,459,000	6,213,000	2.8%	54	55
Electrical & Heating Contractors	16,844,000	18,611,000	2.1%	165	165
Home Improvements	70,361,000	82,475,000	3.4%	690	731
Landscape Contractors	42,634,000	51,731,000	4.3%	418	459
Lawn Maintenance	42,197,000	51,185,000	4.3%	414	454
Pest Control Service, Exterminators	3,509,000	4,171,000	3.8%	34	37
Plumbing Contractors	766,000	932,000	4.3%	8	8
Roofing Contractors	12,161,000	14,914,000	4.5%	119	132
<b>RETAIL HEADINGS</b>					
Major HH Appliances - Dealers	20,320,000	25,292,000	4.9%	199	224
Book Dealers - Retail	72,583,000	88,180,000	4.3%	712	782
Carpet & Rug Dealers	26,374,000	32,194,000	4.4%	259	285
Computers - Dealers	106,519,000	155,972,000	9.3%	1,044	1,383
Department Stores	1,154,340,000	1,430,544,000	4.8%	11,317	12,683
Electronic Equipment & Supplies - Dealers	203,040,000	309,604,000	10.5%	1,991	2,745
Florists - Retail	45,780,000	57,348,000	5.1%	449	508
Furniture (Retail & Non-Specific)	112,545,000	134,404,000	3.9%	1,103	1,192
Grocers - Retail	963,985,000	1,098,942,000	2.8%	9,451	9,743
Hardware - Retail	17,413,000	21,223,000	4.4%	171	188
Lumber - Retail	5,296,000	6,015,000	2.7%	52	53
Pet Shops	46,533,000	56,337,000	4.2%	456	499
Pharmacies & Drugstores	619,875,000	728,247,000	3.5%	6,077	6,457
Rental Service - Stores & Yards	2,658,000	3,126,000	3.5%	26	28
Sporting Goods - Retail	52,077,000	78,359,000	10.1%	511	695
<b>SERVICE HEADINGS</b>					
Attorneys, Lawyers	149,190,000	168,527,000	2.6%	1,463	1,494
Beauty Salons & Barber Shops	81,175,000	96,293,000	3.7%	796	854
Child Care/Day Care Centers	65,833,000	76,336,000	3.2%	645	677
Cleaners, Laundries, Dry Cleaning	20,406,000	23,481,000	3.0%	200	208
Dentists	105,923,000	130,189,000	4.6%	1,038	1,154
Hospitals	677,820,000	85,062,000	5.1%	665	754
Opticians & Optometrists	45,296,000	53,623,000	3.7%	444	475
Physicians & Surgeons	88,511,000	109,722,000	4.8%	868	973
Pet Grooming	1,845,000	2,188,000	3.7%	18	19
Nursing Homes	1,756,000	2,576,000	9.3%	17	23
<b>TRANSPORTATION</b>					
Automobile Dealers - New & Used	949,897,000	935,255,000	-0.3%	9,313	8,292
Automobile Renting & Leasing	48,188,000	51,505,000	1.4%	472	457
Motorcycles & Motor Scooters - Dealers	11,647,000	16,170,000	7.8%	114	143

## Consumer Spending - Yellow Page Directory Headings

### 20 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>TRAVEL &amp; ENTERTAINMENT</b>					
Airline Companies	144,221,000	135,674,000	-1.2%	1,414	1,203
Golf Courses - Public	82,588,000	92,998,000	2.5%	810	825
Motels & Hotels	126,748,000	145,227,000	2.9%	1,243	1,288
Restaurants (Fast Food, Other & Non-Specific)	451,773,000	516,327,000	2.9%	4,429	4,578
Theaters	12,291,000	13,126,000	1.4%	121	116
<b>MISCELLANEOUS HEADINGS</b>					
Moving & Storage	25,147,000	30,057,000	3.9%	247	266
Veterinarians	39,148,000	45,581,000	3.3%	384	404
Schools - Colleges & Universities	412,933,000	490,697,000	3.8%	4,048	4,351
Schools - Secondary & Elementary	171,139,000	190,536,000	2.3%	1,678	1,689
Television- Cable, CATV & Satellite	90,374,000	110,696,000	4.5%	886	981

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## Retail Gap Analysis - Merchandise Lines

### 30 Minute Drive Time from Downtown Leesburg

Merchandise Lines	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
Total Retail Sales & Eating, Drinking Places	16,027,536,520	15,346,710,980	(680,825,540)
Groceries & Other Foods	2,210,302,663	2,260,392,110	50,089,447
Meals & Snacks	1,488,482,524	1,792,934,213	304,451,689
Alcoholic Drinks	83,715,970	62,581,975	(21,133,995)
Packaged Liquor/Wine/Beer	370,830,803	114,253,504	(256,577,299)
Cigars, Cigarettes, Tobacco, Accessories	226,935,372	190,594,289	(36,341,083)
Drugs, Health Aids & Beauty Aids	1,475,837,994	1,235,922,762	(239,915,232)
Soaps, Detergents & Household Cleaners	32,076,649	26,571,274	(5,505,375)
Paper & Related Products	129,241,510	124,329,579	(4,911,931)
Men's Wear	414,898,747	471,727,561	56,828,814
Women's, Juniors' & Misses' Wear	693,732,917	920,636,213	226,903,296
Children's Wear	279,776,157	423,757,953	143,981,796
Footwear	257,741,973	355,292,856	97,550,883
Sewing, Knitting & Needlework Goods	21,496,251	18,376,631	(3,119,620)
Curtains, Draperies, Blinds, Slipcovers, Etc.	193,948,074	150,210,982	(43,737,092)
Major Household Appliances	86,719,273	53,345,842	(33,373,431)
Small Electric Appliances	28,440,071	20,110,424	(8,329,647)
Televisions, Video Recorders, Video Cameras	142,555,811	136,533,248	(6,022,563)
Audio Equipment, Musical Instruments	153,535,265	101,125,064	(52,410,201)
Furniture & Sleep Equipment	348,200,125	243,324,262	(104,875,863)
Flooring & Floor Coverings	97,867,237	50,048,857	(47,818,380)
Computer Hardware, Software & Supplies	314,241,793	232,558,025	(81,683,768)
Kitchenware & Home Furnishings	324,791,764	225,493,250	(99,298,514)
Jewelry	357,497,875	506,816,957	149,319,082
Books	290,869,690	194,532,167	(96,337,523)
Photographic Equipment & Supplies	46,819,939	38,727,780	(8,092,159)
Toys, Hobby Goods & Games	267,651,876	206,809,487	(60,842,389)
Optical Goods	75,282,212	72,150,611	(3,131,601)
Sporting Goods	154,738,429	79,961,602	(74,776,827)
RVs, Campers, Camping & Travel Trailers	115,455,624	17,770,218	(97,685,406)
Hardware, Tools, Plumbing, Electrical	90,339,835	54,312,076	(36,027,759)
Lawn/Garden/Farm Equipment/Supplies	174,045,644	74,900,166	(99,145,478)
Lumber & Building Materials	57,608,609	33,646,746	(23,961,863)
Paint & Sundries	29,421,284	18,705,375	(10,715,909)
Cars, Trucks, Other Powered Transportation	2,932,315,848	3,656,066,073	723,750,225
Automotive Fuels	968,911,821	462,818,982	(506,092,839)
Automotive Lubricants	13,121,123	10,467,310	(2,653,813)
Pets, Pet Foods & Pet Supplies	140,314,721	86,147,739	(54,166,982)
All Other Merchandise	937,773,049	622,756,818	(315,016,231)

## Retail Gap Analysis - Retail Stores

### 30 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Total Retail Sales &amp; Eating, Drinking Places</b>	<b>16,027,536,520</b>	<b>15,346,710,980</b>	<b>(680,825,540)</b>
<b>Motor Vehicle &amp; Parts Dealers-441</b>	<b>3,236,580,656</b>	<b>3,796,446,404</b>	<b>559,865,748</b>
Automotive Dealers-4411	2,682,744,898	3,610,755,722	928,010,824
Other Motor Vehicle Dealers-4412	305,888,698	41,665,908	(264,222,790)
Automotive Parts/Accessories, Tire Stores-4413	247,947,060	144,024,774	(103,922,286)
<b>Furniture &amp; Home Furnishings Stores-442</b>	<b>364,145,680</b>	<b>356,268,125</b>	<b>(7,877,555)</b>
Furniture Stores-4421	199,129,024	170,196,665	(28,932,359)
Home Furnishing Stores-4422	165,016,656	186,071,460	21,054,804
<b>Electronics &amp; Appliances Stores-443</b>	<b>316,307,847</b>	<b>302,521,198</b>	<b>(13,786,649)</b>
Appliance, TV, Electronics Stores-44311	244,545,115	230,380,217	(14,164,898)
Household Appliances Stores-443111	40,910,231	16,958,409	(23,951,822)
Radio, Television, Electronics Stores-443112	203,634,883	213,421,809	9,786,926
Computer & Software Stores-44312	64,651,892	63,311,519	(1,340,373)
Camera & Photographic Equipment Stores-44313	7,110,841	8,829,461	1,718,620
<b>Building Material, Garden Equipment Stores -444</b>	<b>1,742,203,169</b>	<b>874,628,227</b>	<b>(867,574,942)</b>
Building Material & Supply Dealers-4441	1,500,546,451	817,099,226	(683,447,225)
Home Centers-44411	613,218,963	373,206,069	(240,012,894)
Paint & Wallpaper Stores-44412	26,224,719	23,904,400	(2,320,319)
Hardware Stores-44413	145,091,811	36,470,133	(108,621,678)
Other Building Materials Dealers-44419	716,010,958	383,518,624	(332,492,334)
Building Materials, Lumberyards-444191	266,718,778	143,437,599	(123,281,179)
Lawn/Garden Equipment/Supplies Stores-4442	241,656,718	57,529,001	(184,127,717)
Outdoor Power Equipment Stores-44421	77,258,511	2649185	(74,609,326)
Nursery & Garden Centers-44422	164,398,207	54,879,816	(109,518,391)
<b>Food &amp; Beverage Stores-445</b>	<b>1,741,684,658</b>	<b>1,800,150,613</b>	<b>58,465,955</b>
Grocery Stores-4451	1,115,932,634	1,620,810,334	504,877,700
Supermarkets, Grocery Stores-44511	1,047,453,640	1,553,210,977	505,757,337
Convenience Stores-44512	68,478,994	67,599,357	(879,637)
Specialty Food Stores-4452	136,289,532	40,864,995	(95,424,537)
Beer, Wine & Liquor Stores-4453	489,462,492	138,475,284	(350,987,208)
<b>Health &amp; Personal Care Stores-446</b>	<b>808,381,419</b>	<b>536,801,839</b>	<b>(271,579,580)</b>
Pharmacies & Drug Stores-44611	641,581,798	391,313,992	(250,267,806)
Cosmetics, Beauty Supplies, Perfume Stores-44612	55,877,075	55,309,595	(567,480)
Optical Goods Stores-44613	39,858,277	44,820,163	4,961,886
Other Health & Personal Care Stores-44619	71,064,268	45,358,090	(25,706,178)



## Retail Gap Analysis - Retail Stores

### 30 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>Gasoline Stations-447</b>	<b>1,311,254,931</b>	<b>667,366,491</b>	<b>(643,888,440)</b>
Gasoline Stations with Convenience Stores-44711	941,178,293	534,753,424	(406,424,869)
Other Gasoline Stations-44719	370,076,638	132,613,068	(237,463,570)
<b>Clothing &amp; Clothing Accessories Stores-448</b>	<b>884,990,659</b>	<b>1,677,533,320</b>	<b>792,542,661</b>
Clothing Stores-4481	427,365,668	865,755,528	438,389,860
Men's Clothing Stores-44811	21,390,213	34,366,217	12,976,004
Women's Clothing Stores-44812	96,026,451	203,686,461	107,660,010
Children's, Infants' Clothing Stores-44813	24,256,723	63,271,876	39,015,153
Family Clothing Stores-44814	229,830,919	487,260,366	257,429,447
Clothing Accessories Stores-44815	19,057,184	33,175,489	14,118,305
Other Clothing Stores-44819	36,804,177	43,995,120	7,190,943
Shoe Stores-4482	59,005,596	110,135,081	51,129,485
Jewelry, Luggage, Leather Goods Stores-4483	398,619,396	701,642,711	303,023,315
Jewelry Stores-44831	367,152,871	545,119,770	177,966,899
Luggage & Leather Goods Stores-44832	31,466,524	156,522,941	125,056,417
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>317,898,236</b>	<b>192,949,976</b>	<b>(124,948,260)</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	272,716,235	156,267,528	(116,448,707)
Sporting Goods Stores-45111	141,520,251	81,188,419	(60,331,832)
Hobby, Toy & Game Stores-45112	76,554,733	42,981,983	(33,572,750)
Sewing, Needlework & Piece Goods Stores-45113	22,048,144	17,235,777	(4,812,367)
Musical Instrument & Supplies Stores-45114	32,593,107	14,861,348	(17,731,759)
Book, Periodical & Music Stores-4512	45,182,001	36,682,448	(8,499,553)
Book Stores & News Dealers-45121	38,549,893	33,398,099	(5,151,794)
Book Stores-451211	34,738,928	30,682,932	(4,055,996)
News Dealers & Newsstands-451212	3,810,965	2,715,167	(1,095,798)
Prerecorded Tape, CD, Record Stores-45122	6,632,107	328,4350	(3,347,757)
<b>General Merchandise Stores-452</b>	<b>1,788,315,991</b>	<b>1,809,023,140</b>	<b>20,707,149</b>
Department Stores, Excl Leased Departments-4521	811,602,903	1,220,563,253	408,960,350
Other General Merchandise Stores-4529	976,713,089	588,459,887	(388,253,202)
Miscellaneous Store Retailers-453	411,553,062	190,660,694	(220,892,368)
Florists-4531	16,758,441	11,076,355	(5,682,086)
Office Supplies, Stationery, Gift Stores-4532	214,917,451	106,676,773	(108,240,678)
Office Supplies & Stationery Stores-45321	106,324,569	60,059,108	(46,265,461)
Gift, Novelty & Souvenir Stores-45322	108,592,883	46,617,666	(61,975,217)
Used Merchandise Stores-4533	36,128,308	11,660,607	(24,467,701)
Other Miscellaneous Store Retailers-4539	143,748,862	61,246,959	(82,501,903)
Non-Store Retailers-454	1,380,711,977	1,086,743,975	(293,968,002)
<b>Foodservice &amp; Drinking Places-722</b>	<b>1,723,508,236</b>	<b>2,055,616,978</b>	<b>332,108,742</b>
Full-Service Restaurants-7221	788,615,335	951,415,885	162,800,550
Limited-Service Eating Places-7222	680,061,787	809,510,000	129,448,213
Special Foodservices-7223	187,120,744	283,341,836	96,221,092
Drinking Places -Alcoholic Beverages-7224	67,710,370	11,349,256	(56,361,114)

## Retail Gap Analysis - Retail Stores

### 30 Minute Drive Time From Downtown Leesburg

Retail Store Categories	2015 Demand (Consumer Expenditures)	2015 Supply (Retail Sales)	(Leakage)/ Surplus
<b>GAFO *</b>	<b>3,886,575,865</b>	<b>4,444,972,533</b>	<b>558,396,668</b>
General Merchandise Stores-452	1,788,315,991	1,809,023,140	20,707,149
Clothing & Clothing Accessories Stores-448	884,990,659	1,677,533,320	792,542,661
Furniture & Home Furnishings Stores-442	364,145,680	356,268,125	(7,877,555)
Electronics & Appliances Stores-443	316,307,847	302,521,198	(13,786,649)
Sporting Goods, Hobby, Book, Music Stores-451	317,898,236	192,949,976	(124,948,260)
Office Supplies, Stationery, Gift Stores-4532	214,917,451	106,676,773	(108,240,678)

\*GAFO (General Merchandise, Apparel, Furniture and Other) represents sales at stores that sell merchandise normally sold in department stores. This category is not included in Total Retail Sales Including Eating and Drinking Places.

## Consumer Spending - Food Away From Home

### 30 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>Food Away from Home</b>	<b>1,294,561,000</b>	<b>1,428,878,000</b>	<b>2.1%</b>	<b>5,059</b>	<b>5,170</b>
Lunch	317,255,000	353,622,000	2.3%	1,240	1,279
Fast Food	181,721,000	201,061,000	2.1%	710	727
Full Service	135,534,000	152,561,000	2.5%	530	552
Dinner	533,909,000	596,395,000	2.3%	2,086	2,158
Fast Food	152,958,000	168,717,000	2.1%	598	610
Full Service	380,952,000	427,677,000	2.5%	1,489	1,547
Breakfast/Brunch	100,848,000	111,384,000	2.1%	394	403
Fast Food	56,939,000	62,434,000	1.9%	222	226
Full Service	43,909,000	48,950,000	2.3%	172	177
Snacks & Non-Alcoholic Beverage	288,627,000	308,788,000	1.4%	1,128	1,117
Catered Affairs	53,922,000	58,689,000	1.8%	211	212
<b>Alcoholic Beverages Away from Home</b>	<b>69,777,000</b>	<b>76,484,000</b>	<b>1.9%</b>	<b>273</b>	<b>277</b>
Beer & Ale Away from Home	26,212,000	28,798,000	2.0%	102	104
Wine Away from Home	21,475,000	23,465,000	1.9%	84	85
Other Alcoholic Beverages Away from Home	22,090,000	24,220,000	1.9%	86	88

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## Consumer Spending - Household Products and Services

### 30 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>HOUSEHOLD SERVICES</b>	<b>318,750,000</b>	<b>365,840,000</b>	<b>3.0%</b>	<b>1,246</b>	<b>1,324</b>
Housekeeping Service	123,755,000	139,341,000	2.5%	484	504
Gardening/Lawn Care Service	110,003,000	128,162,000	3.3%	430	464
Miscellaneous Home Services	13,423,000	15,758,000	3.5%	52	57
Termite & Pest Control Services	9,016,000	10,380,000	3.0%	35	38
Moving, Storage, Freight Express	62,553,000	72,199,000	3.1%	244	261
<b>HOUSEHOLD FURNISHINGS</b>	<b>231,559,000</b>	<b>267,226,000</b>	<b>3.1%</b>	<b>905</b>	<b>967</b>
HOUSEHOLD TEXTILES	142,401,000	163,103,000	2.9%	556	590
Bathroom Linens	25,034,000	28,423,000	2.7%	98	103
Bedroom Linens	77,994,000	88,040,000	2.6%	305	319
Kitchen & Dining Room Linens	4,757,000	5,454,000	2.9%	19	20
Sewing Materials	12,358,000	14,433,000	3.4%	48	52
Non-Permanent Floor Coverings	19,287,000	23,371,000	4.2%	75	85
WINDOW & FURNITURE COVERS	50,899,000	58,884,000	3.1%	199	213
Curtains & Drapes	25,553,000	29,145,000	2.8%	100	105
Other Linens	2,971,000	3,381,000	2.8%	12	12
Slipcovers, Decorative Pillows	5,042,000	5,764,000	2.9%	20	21
Window Coverings	20,304,000	23,976,000	3.6%	79	87
CLOCKS & OTHER HOUSEHOLD DECOR	38,259,000	45,239,000	3.6%	150	164
<b>FURNITURE</b>	<b>308,046,000</b>	<b>354,740,000</b>	<b>3.0%</b>	<b>1,204</b>	<b>1,283</b>
BEDROOM FURNITURE	74,758,000	86,052,000	3.0%	292	311
Mattress & Springs	30,096,000	34,624,000	3.0%	118	125
Other Bedroom Furniture	44,662,000	51,428,000	3.0%	175	186
LIVING/DINING ROOM FURNITURE	139,506,000	161,074,000	3.1%	545	583
Living Room Chairs	29,402,000	34,148,000	3.2%	115	124
Living Room Tables	15,924,000	18,367,000	3.1%	62	66
Sofas	60,049,000	69,309,000	3.1%	235	251
Kitchen/Dining Room Furniture	34,132,000	39,250,000	3.0%	133	142
OTHER FURNITURE	88,976,000	102,285,000	3.0%	348	370
Infants' Furniture	2,964,000	3,413,000	3.0%	12	12
Patio, Porch, Outdoor Furniture	22,540,000	25,830,000	2.9%	88	93
Other Living/Family Room Furniture	34,549,000	39,566,000	2.9%	135	143
Office Furniture Rental (Home Use)	11,283,000	12,970,000	3.0%	44	47
Rental of Office Furniture (Home Use)	2,517,000	2,690,000	1.4%	10	10
Lamps & Lighting Fixtures	10,981,000	13,101,000	3.9%	43	47
Closet & Storage Items	4,141,000	4,715,000	2.8%	16	17
Furniture Repair (Including Reupholstering)	4,805,000	5,329,000	2.2%	19	19
<b>MAJOR HOUSEHOLD APPLIANCES</b>	<b>82,420,000</b>	<b>99,840,000</b>	<b>4.2%</b>	<b>322</b>	<b>361</b>
Purchase/Installation Window A/C	3,213,000	3,916,000	4.4%	13	14
Purchase/Installation Refrigerators/Freezers	20,499,000	24,821,000	4.2%	80	90
Purchase/Installation Clothes Washers	7,451,000	8,981,000	4.1%	29	32
Purchase/Installation Clothes Dryers	8,399,000	10,077,000	4.0%	33	36
Purchase/Installation Stoves, Ovens	12,493,000	15,137,000	4.2%	49	55
Purchase/Installation Microwave Ovens	3,885,000	4,712,000	4.3%	15	17
Purchase/Install Dishwashers/Disposals/Hoods	9,727,000	11,788,000	4.2%	38	43
Repair of Household Appliances	10,140,000	12,379,000	4.4%	40	45
Sewing Machines	1,928,000	2,317,000	4.0%	8	8
Electric Floor Cleaning Equipment	4,685,000	5,712,000	4.4%	18	21

## Consumer Spending - Household Products and Services

### 30 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>SMALL APPLIANCES &amp; HOUSEWARES</b>	<b>248,082,000</b>	<b>293,043,000</b>	<b>3.6%</b>	<b>969</b>	<b>1,060</b>
Small Electric Kitchen Appliances	15,629,000	18,787,000	4.0%	61	68
Portable Heating/Cooling Equipment	7,338,000	8,813,000	4.0%	29	32
Plastic Dinnerware	7,047,000	8,277,000	3.5%	28	30
China & Other Dinnerware	55,139,000	65,225,000	3.7%	215	236
Flatware	18,766,000	22,053,000	3.5%	73	80
Glassware	17,593,000	20,410,000	3.2%	69	74
Serving Pieces	8,629,000	10,086,000	3.4%	34	36
Nonelectric Cookware	39,677,000	46,655,000	3.5%	155	169
Smoke Alarms & Detectors	737,000	881,000	3.9%	3	3
Other Household Appliances	77,526,000	91,856,000	3.7%	303	332
<b>MISCELLANEOUS HOUSEHOLD EQUIPMENT</b>	<b>177,825,000</b>	<b>213,974,000</b>	<b>4.1%</b>	<b>695</b>	<b>774</b>
Rental Office Equipment	102,000	114,000	2.4%	-	-
Home Appliance Rental	197,000	221,000	2.4%	1	1
Infants' Equipment	4,621,000	5,332,000	3.1%	18	19
Power Tools	17,532,000	20,591,000	3.5%	69	74
Nonpower/Hand Tools	9,433,000	11,157,000	3.7%	37	40
Fresh Flowers & Potted Plants	58,237,000	70,842,000	4.3%	228	256
Outdoor Equipment	2,822,000	3,373,000	3.9%	11	12
Lawn & Garden Supplies	61,231,000	73,463,000	4.0%	239	266
Rental/Repair Lawn Mowing Equipment	3,923,000	4,733,000	4.1%	15	17
Yard Machinery (Power & Nonpower)	17,856,000	21,364,000	3.9%	70	77
Calculators, Other Office Machines (Home Use)	1,871,000	2,785,000	9.8%	7	10
<b>HOUSEHOLD REPAIRS</b>	<b>189,187,000</b>	<b>214,492,000</b>	<b>2.7%</b>	<b>739</b>	<b>776</b>
Wall-to-Wall Carpet	48,850,000	57,221,000	3.4%	191	207
Heating/Air Conditioning/Electric Labor/Mat	44,359,000	46,892,000	1.1%	173	170
Electric Supplies, Heating/Cooling Equipment	1,780,000	2,185,000	4.6%	7	8
Plumbing Supplies/Equipment	2,142,000	2,531,000	3.6%	8	9
Construction Materials	13,723,000	15,016,000	1.9%	54	54
Hard Surface Floor Labor/Materials	10,839,000	11,268,000	0.8%	42	41
Hard Surface Floor Repair/Replacement Mat	2,596,000	2,673,000	0.6%	10	10
Patio, Masonry & Other Stone Materials	464,000	544,000	3.4%	2	2
Landscaping Materials	997,000	1,205,000	4.2%	4	4
Paint/Wallpaper Supplies & Equipment	8,912,000	10,512,000	3.6%	35	38
Painting/Papering Labor/Materials	15,610,000	18,347,000	3.5%	61	66
Paneling, Roofing, Siding Materials	7,869,000	9,153,000	3.3%	31	33
Roofing/Gutters Labor/Materials	25,961,000	30,853,000	3.8%	101	112
Security System Management Fees	4,586,000	5,504,000	4.0%	18	20
Miscellaneous Household Repairs	447,000	526,000	3.5%	2	2
Miscellaneous Household Equipment	53,000	61,000	3.0%	-	-
<b>HOUSING EXPENSES</b>	<b>1,362,617,000</b>	<b>1,576,552,000</b>	<b>3.1%</b>	<b>5,325</b>	<b>5,704</b>
<b>FUELS &amp; UTILITIES</b>	<b>677,115,000</b>	<b>789,894,000</b>	<b>3.3%</b>	<b>2,646</b>	<b>2,858</b>
Fuel Oil	14,696,000	14,705,000	0.0%	57	53
Gas, Bottled or Tank	13,838,000	13,041,000	-1.2%	54	47
Other Home Heating Fuels	1,482,000	1,302,000	-2.4%	6	5
Electricity	342,984,000	407,509,000	3.8%	1,340	1,474
Natural Gas	169,246,000	202,989,000	4.0%	661	734
Water & Other Public Services	134,869,000	150,348,000	2.3%	527	544

## Consumer Spending - Household Products and Services

### 30 Minute Drive Time From Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
TELEPHONE SERVICES	381,507,000	419,143,000	2.0%	1,491	1,517
Telephone Service (Excluding Mobile Phone)	88,850,000	104,973,000	3.6%	347	380
Telephone Service for Mobile Phone	286,537,000	307,666,000	1.5%	1,120	1,113
Phone Cards	6,120,000	6,504,000	1.3%	24	24
CABLE & INTERNET SERVICES	303,996,000	367,515,000	4.2%	1,188	1,330
Community Antenna or Cable TV	226,980,000	270,302,000	3.8%	887	978
Internet Services	77,016,000	97,213,000	5.2%	301	352

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## Consumer Spending - Miscellaneous Products and Services

### 30 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>PERSONAL CARE PRODUCTS &amp; SERVICES</b>	<b>405,467,000</b>	<b>470,333,000</b>	<b>3.2%</b>	<b>1,584</b>	<b>1,702</b>
Personal Care Services	206,371,000	236,480,000	2.9%	806	856
Personal Care Products	199,096,000	233,853,000	3.5%	778	846
Hair Care Products	59,809,000	70,147,000	3.5%	234	254
Non-Electric Articles for the Hair	7,583,000	8,844,000	3.3%	30	32
Oral Hygiene Products, Articles	30,457,000	35,697,000	3.4%	119	129
Shaving Needs	21,302,000	24,825,000	3.3%	83	90
Cosmetics, Perfume, Bath Prep	43312000	51,677,000	3.9%	169	187
Deodorant, Feminine Hygiene, Miscellaneous	31,796,000	36,987,000	3.3%	124	134
Electric Personal Care Appliances	4,517,000	5,306,000	3.5%	18	19
Wigs & Hairpieces	320,000	370,000	3.1%	1	1
<b>HOUSEKEEPING SUPPLIES</b>	<b>127,411,000</b>	<b>152,629,000</b>	<b>4.0%</b>	<b>498</b>	<b>552</b>
Soaps & Detergents	14,478,000	17,312,000	3.9%	57	63
Other Laundry/Cleaning Products	12,257,000	14,598,000	3.8%	48	53
Paper Towels, Napkins, Toilet Tissue	45,130,000	54,131,000	4.0%	176	196
Miscellaneous Household Products	55,545,000	66,587,000	4.0%	217	241
<b>PET EXPENSES</b>	<b>222,640,000</b>	<b>256,157,000</b>	<b>3.0%</b>	<b>870</b>	<b>927</b>
Pet Food	103,648,000	122,642,000	3.7%	405	444
Pet Purchases, Supplies & Medicine	13,303,000	14,828,000	2.3%	52	54
Pet Services	4,788,000	5,427,000	2.7%	19	20
Vet Services	100,901,000	113,260,000	2.4%	394	410
<b>SMOKING PRODUCTS &amp; SUPPLIES</b>	<b>189,149,000</b>	<b>215,903,000</b>	<b>2.8%</b>	<b>739</b>	<b>781</b>
Cigarettes	162,816,000	185,594,000	2.8%	636	671
Cigars, Pipes, Other Tobacco Products	25,940,000	29,853,000	3.0%	101	108
Smoking Accessories	393,000	456,000	3.2%	2	2
<b>HEALTH CARE</b>	<b>1,956,147,000</b>	<b>2,262,268,000</b>	<b>3.1%</b>	<b>7,644</b>	<b>8,185</b>
<b>MEDICAL SERVICES</b>	<b>857,803,000</b>	<b>1,023,562,000</b>	<b>3.9%</b>	<b>3,352</b>	<b>3,703</b>
Eye Care Services	53,213,000	60,035,000	2.6%	208	217
Dental Services	275,399,000	326,431,000	3.7%	1,076	1,181
Physicians Services	225,367,000	269,884,000	4.0%	881	976
Services by Professional, not Physician	73,008,000	85,628,000	3.5%	285	310
Lab Tests, X-Rays	45,653,000	54,711,000	4.0%	178	198
Hospital Room & Services	172,226,000	210,116,000	4.4%	673	760
Care in Convalescent or Nursing Home	5,561,000	7,872,000	8.3%	22	28
Other Medical Care Service	7,376,000	8,886,000	4.1%	29	32
<b>DRUGS</b>	<b>1,008,021,000</b>	<b>1,135,052,000</b>	<b>2.5%</b>	<b>3,939</b>	<b>4,107</b>
Nonprescription Drugs	95,472,000	112,650,000	3.6%	373	408
Vitamins & Vitamin Supplements	59520000	70,560,000	3.7%	233	255
Prescription Drugs	853,029,000	951,842,000	2.3%	3,333	3,444
<b>MEDICAL SUPPLIES</b>	<b>90,324,000</b>	<b>103,655,000</b>	<b>3.0%</b>	<b>353</b>	<b>375</b>
Eyeglasses & Contact Lenses	62,747,000	72,247,000	3.0%	245	261
Hearing Aids	8,962,000	10,198,000	2.8%	35	37
Topicals & Dressings	14,022,000	15,928,000	2.7%	55	58
Purchase, Rent & Repair Medical Equipment	4,593,000	5,282,000	3.0%	18	19
<b>ALL DAY CARE</b>	<b>171,367,000</b>	<b>194,726,000</b>	<b>2.7%</b>	<b>670</b>	<b>705</b>
Baby-Sitting, Child Care	34,597,000	39,604,000	2.9%	135	143
Day Care, Nursery School, Preschool	125,995,000	140,580,000	2.3%	492	509
Eldercare	10,775,000	14,543,000	7.0%	42	53

## Consumer Spending - Miscellaneous Products and Services

### 30 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>EDUCATION</b>	<b>1,376,074,000</b>	<b>1,535,277,000</b>	<b>2.3%</b>	<b>5,377</b>	<b>5,555</b>
ROOM, BOARD	118,373,000	128,580,000	1.7%	463	465
Board	111,826,000	121,373,000	1.7%	437	439
Housing While Attending School	6,547,000	7,208,000	2.0%	26	26
TUITION, SCHOOL SUPPLIES	1,254,790,000	1,403,600,000	2.4%	4,903	5,078
College Tuition	825,442,000	929,553,000	2.5%	3,226	3,363
Elementary/High School Tuition	244,666,000	257,977,000	1.1%	956	933
Other School Tuition	32,577,000	33,185,000	0.4%	127	120
Books, Supplies & Equipment for College	113,877,000	141,874,000	4.9%	445	513
Books, Supplies & Equipment, Non-College	38,228,000	41,011,000	1.5%	149	148
OTHER EDUCATION EXPENSES	2,911,000	3,096,000	1.3%	11	11
Test Preparation/Tutoring Services	2,911,000	3,096,000	1.3%	11	11
<b>PERSONAL EXPENSES &amp; SERVICES</b>	<b>673,823,000</b>	<b>753,965,000</b>	<b>2.4%</b>	<b>2,633</b>	<b>2,728</b>
Legal Fees	381,873,000	415,164,000	1.7%	1,492	1,502
Funeral Expenses	47,866,000	57,876,000	4.2%	187	209
Cemetery Lots, Vaults, Maintenance Fees	7,741,000	9,242,000	3.9%	30	33
Credit Card Memberships	1,172,000	1,317,000	2.5%	5	5
Accounting Fees	48,271,000	52,382,000	1.7%	189	190
Postage	24,898,000	29,891,000	4.0%	97	108
Delivery Service	1,501,000	1,822,000	4.3%	6	7
Stationery, Gift Wrap, Etc.	160,501,000	186,271,000	3.2%	627	674
<b>CONTRIBUTIONS (ALL)</b>	<b>951,897,000</b>	<b>1,023,416,000</b>	<b>1.5%</b>	<b>3,720</b>	<b>3,703</b>
Contributions to Charity	135,689,000	144,408,000	1.3%	530	522
Contributions to Religious Organizations	230,445,000	250,052,000	1.7%	901	905
Other Contributions	6,892,000	7,492,000	1.7%	27	27
Contributions to Political Organizations	6,665,000	7,449,000	2.4%	26	27
Cash Support to College Student	123,817,000	136,295,000	2.0%	484	493
Gifts to Persons Not in Consumer Unit	407,332,000	433,208,000	1.3%	1,592	1,567
Contributions to Education Institutions	41,056,000	44,511,000	1.7%	160	161

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## Consumer Spending - Retail Store Type

### 30 Minute Drive Time from Downtown Leesburg

Store Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
Grocery Stores	1,794,556,000	1,993,946,000	2.2%	7,013	7,214
Convenience Stores	86,867,000	96,609,000	2.2%	339	350
Health & Personal Care Stores	845,049,000	960,818,000	2.7%	3,302	3,476
Building Materials/Garden Equipment/Supplies Dlr	315,421,000	368,670,000	3.4%	1,233	1,334
Hardware Stores	38,347,000	44,789,000	3.4%	150	162
Home Centers	148,996,000	173,628,000	3.3%	582	628
Nursery & Garden Centers	445,750,000	52,611,000	3.6%	174	190
Lawn & Garden Equipment & Supplies Dealers	49,639,000	58,815,000	3.7%	194	213
General Merchandise Stores	1,967,092,000	2,299,659,000	3.4%	7,687	8,320
Department Stores (Excluding Leased)	1,048,626,000	1,236,639,000	3.6%	4,098	4,474
Warehouse Clubs, Superstores, Other General Merch	938,761,000	1,090,715,000	3.2%	3,668	3,946
Full Service Restaurants	372,669,000	411,745,000	2.1%	1,456	1,490
Fast Food Restaurants	295,821,000	322,336,000	1.8%	1,156	1,166
Eating Places	1,055,650,000	1,165,934,000	2.1%	4,125	4,218
Drinking Places	30,611,000	33,757,000	2.1%	120	122
Furniture Stores	226,324,000	261,670,000	3.1%	884	947
Other Home Furnishing Stores	168,055,000	195,686,000	3.3%	657	708
Household Appliance Stores	44,238,000	55,919,000	5.3%	173	202
Radio/TV/Other Electronics Stores	196,691,000	282,885,000	8.8%	769	1,024
Computer & Software Stores	84,497,000	118,288,000	8.0%	330	428
Camera/Photographic Supply Stores	17,073,000	23,932,000	8.0%	67	87
Clothing & Clothing Accessory Stores	933,171,000	1,086,939,000	3.3%	3,647	3,933
Clothing Accessory Stores	15,470,000	18,206,000	3.5%	60	66
Shoe Stores	119,704,000	135,380,000	2.6%	468	490
Jewelry Stores	252,410,000	306,962,000	4.3%	986	1,111
Office Supplies & Stationary Stores	49,370,000	61,512,000	4.9%	193	223
Gift, Novelty & Souvenir Shops	45,186,000	53,338,000	3.6%	177	193
Hobby, Toy & Game Shops	88,148,000	102,879,000	3.3%	344	372
Sewing/Needlework/Piece Goods Stores	24,424,000	27,272,000	2.3%	95	99
Florists	123,714,000	149,309,000	4.1%	483	540
Book Stores	135,860,000	164,630,000	4.2%	531	596
Sporting Goods Stores	135,378,000	165,719,000	4.5%	529	600
Sporting Goods, Hobby, Book & Music Stores	349,995,000	439,572,000	5.1%	1,368	1,590
Luggage & Leather Goods Stores	20,870,000	27,957,000	6.8%	82	101
Auto Dealers	2,628,495,000	2,604,777,000	-0.2%	10,271	9,424
Automotive Parts/Accessories/Tire Stores	103,439,000	103,696,000	0.0%	404	375
Gas Stations with Convenience Stores	837,784,000	884,018,000	1.1%	3,274	3,198
Gas Stations without Convenience Stores	254,081,000	262,621,000	0.7%	993	950
Electronic Shopping & Mail Order	562,026,000	693,519,000	4.7%	2,196	2,509
Total Accommodation & Food Services	1,675,644,000	1,854,478,000	2.1%	6,548	6,710
GAFO: General Merch, Apparel, Furniture, Other	3,991,587,000	4,751,460,000	3.8%	15,598	17,191

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## Consumer Spending - Yellow Page Directory Headings

### 30 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>AUTO &amp; TRUCK REPAIR, SERVICE</b>					
Automobile Body Repairing & Painting	42,384,000	40,935,000	-0.7%	166	148
Automobile Repairing & Service	569,796,000	542,130,000	-1.0%	2,227	1,961
Automobile Parts - New & Used	71,903,000	68,559,000	-0.9%	281	248
Tire Dealers	169,525,000	161,606,000	-0.9%	662	585
<b>HOME MAINTENANCE - CONTRACTORS, SUPPLIES</b>					
Major HH Appliances - Service & Repair	10140000	12,379,000	4.4%	40	45
Building Materials	13,723,000	15,016,000	1.9%	54	54
Contractors - General	14,170,000	15,542,000	1.9%	55	56
Electrical & Heating Contractors	46,139,000	49,076,000	1.3%	180	178
Home Improvements	189,187,000	214,492,000	2.7%	739	776
Landscape Contractors	111,000,000	129,368,000	3.3%	434	468
Lawn Maintenance	110,003,000	128,162,000	3.3%	430	464
Pest Control Service, Exterminators	9,016,000	10,380,000	3.0%	35	38
Plumbing Contractors	2,142,000	2,531,000	3.6%	8	9
Roofing Contractors	33,830,000	40,006,000	3.7%	132	145
<b>RETAIL HEADINGS</b>					
Major HH Appliances - Dealers	52,055,000	62,933,000	4.2%	203	228
Book Dealers - Retail	193,661,000	226,845,000	3.4%	757	821
Carpet & Rug Dealers	68,137,000	80,592,000	3.7%	266	292
Computers - Dealers	268,223,000	379,598,000	8.3%	1,048	1,373
Department Stores	2,893,865,000	3,460,981,000	3.9%	11,308	12,522
Electronic Equipment & Supplies - Dealers	509,437,000	750,868,000	9.5%	1,991	2,717
Florists - Retail	119,468,000	144,305,000	4.2%	467	522
Furniture (Retail & Non-Specific)	285,601,000	328,906,000	3.0%	1,116	1,190
Grocers - Retail	2,410,892,000	2,669,147,000	2.1%	9,421	9,657
Hardware - Retail	44,820,000	53,112,000	3.7%	175	192
Lumber - Retail	13,723,000	15,016,000	1.9%	54	54
Pet Shops	116,951,000	137,470,000	3.5%	457	497
Pharmacies & Drugstores	1,597,361,000	1,817,488,000	2.8%	6,242	6,576
Rental Service - Stores & Yards	6,739,000	7,758,000	3.0%	26	28
Sporting Goods - Retail	128,973,000	188,232,000	9.2%	504	681
<b>SERVICE HEADINGS</b>					
Attorneys, Lawyers	381,873,000	415,164,000	1.7%	1,492	1,502
Beauty Salons & Barber Shops	206,371,000	236,480,000	2.9%	806	856
Child Care/Day Care Centers	160,592,000	180,183,000	2.4%	628	652
Cleaners, Laundries, Dry Cleaning	50,562,000	56,122,000	2.2%	198	203
Dentists	275,399,000	326,431,000	3.7%	1,076	1,181
Hospitals	172226000	210,116,000	4.4%	673	760
Opticians & Optometrists	115,960,000	132,282,000	2.8%	453	479
Physicians & Surgeons	225,367,000	269,884,000	4.0%	881	976
Pet Grooming	4,788,000	5,427,000	2.7%	19	20
Nursing Homes	5,561,000	7,872,000	8.3%	22	28
<b>TRANSPORTATION</b>					
Automobile Dealers - New & Used	2,398,129,000	2,293,818,000	-0.9%	9,371	8,299
Automobile Renting & Leasing	125,453,000	128,864,000	0.5%	490	466
Motorcycles & Motor Scooters - Dealers	31,721,000	42,441,000	6.8%	124	154

## Consumer Spending - Yellow Page Directory Headings

### 30 Minute Drive Time from Downtown Leesburg

Product Category	2015 Total Consumer Expenditures	2020 Total Consumer Expenditures	Average Annual Growth	2015 Average Household Expenditures	2020 Average Household Expenditures
<b>TRAVEL &amp; ENTERTAINMENT</b>					
Airline Companies	369,157,000	333,515,000	-1.9%	1,443	1,207
Golf Courses - Public	207,617,000	225,171,000	1.7%	811	815
Motels & Hotels	325,235,000	357,991,000	2.0%	1,271	1,295
Restaurants (Fast Food, Other & Non-Specific)	1,139,097,000	1,261,967,000	2.2%	4,451	4,566
Theaters	30,976,000	31,994,000	0.7%	121	116
<b>MISCELLANEOUS HEADINGS</b>					
Moving & Storage	62,553,000	72,199,000	3.1%	244	261
Veterinarians	100,901,000	113,260,000	2.4%	394	410
Schools - Colleges & Universities	1,057,692,000	1,200,007,000	2.7%	4,133	4,342
Schools - Secondary & Elementary	436,755,000	463,850,000	1.2%	1,707	1,678
Television- Cable, CATV & Satellite	227,562,000	271,002,000	3.8%	889	981

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